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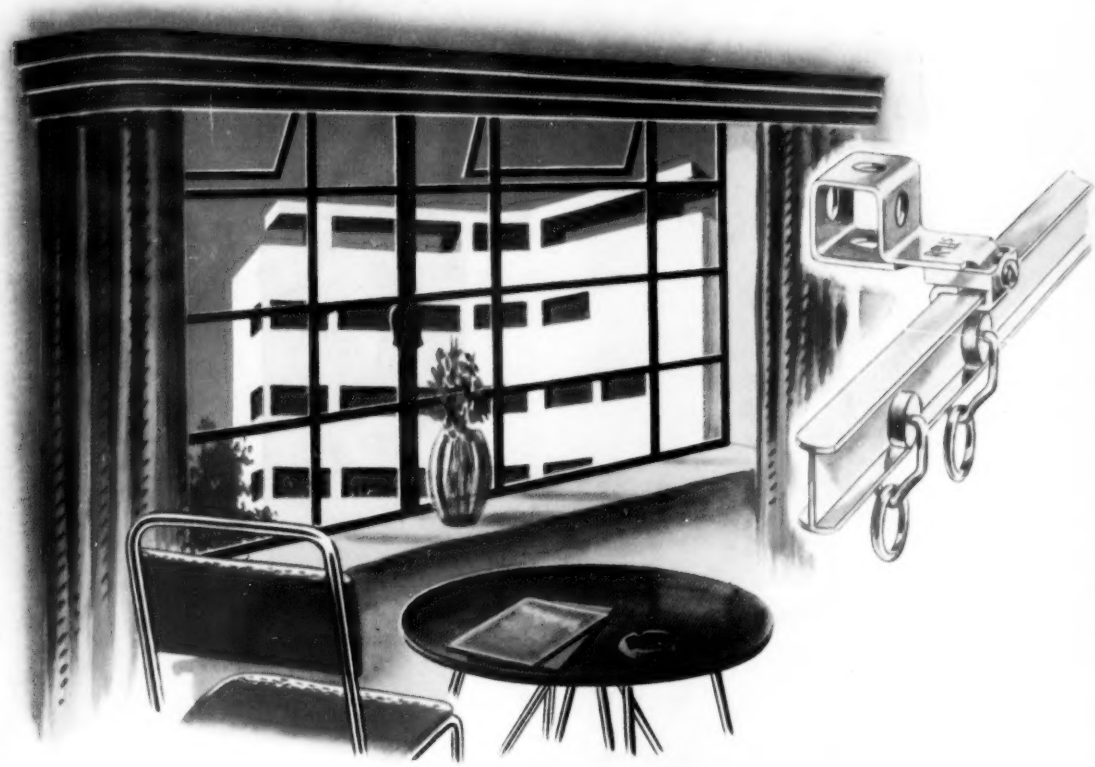
THE WEEKLY JOURNAL OF THE FURNITURE & FURNISHING TRADES



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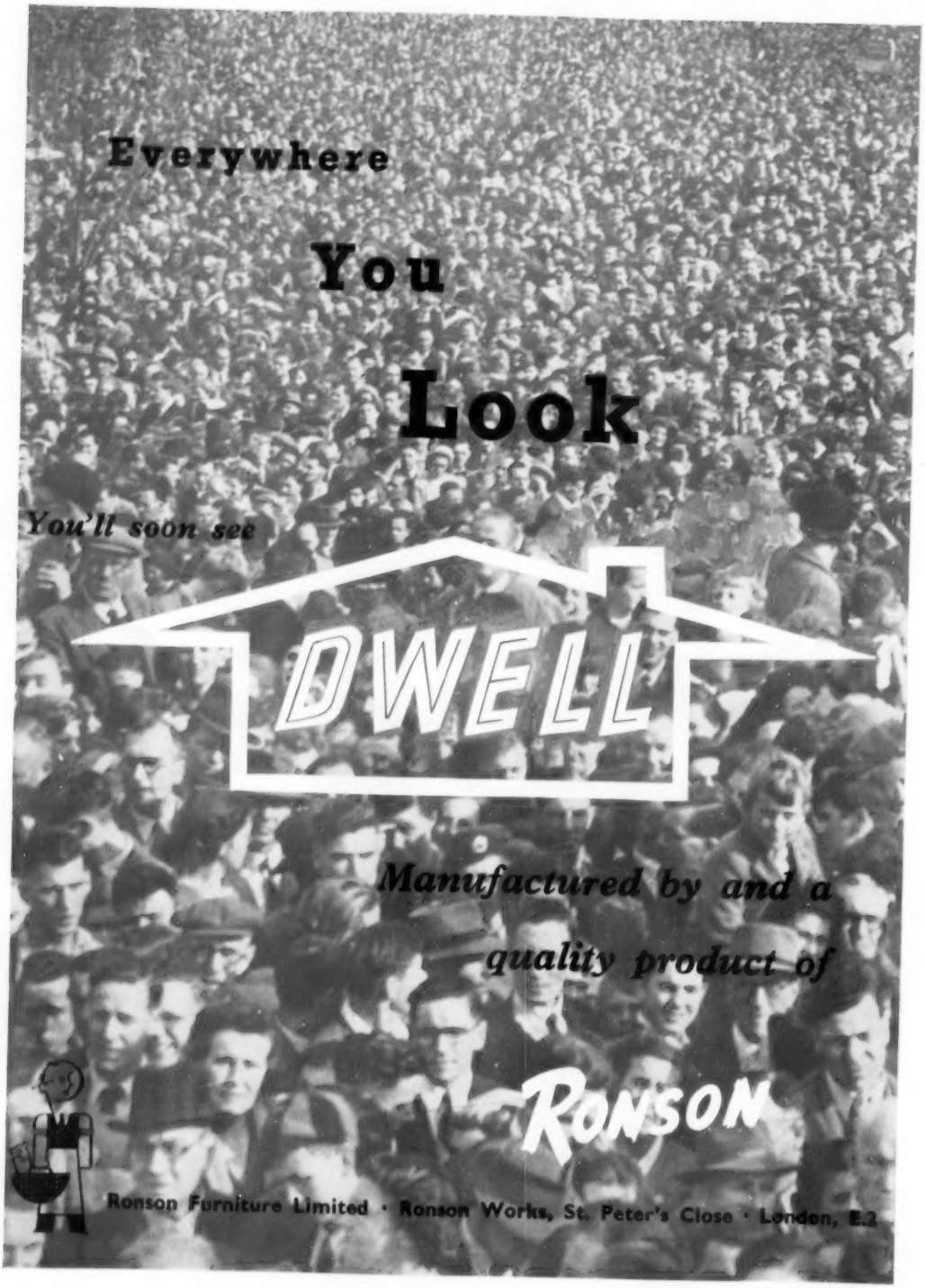
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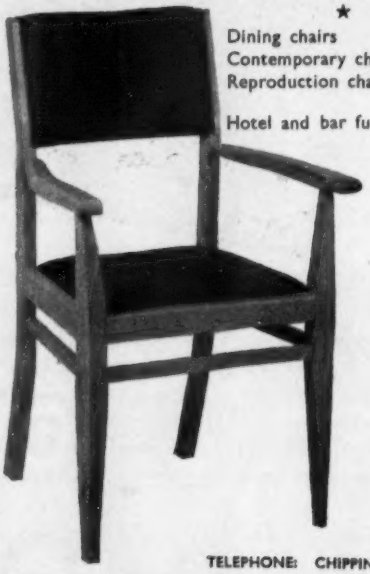

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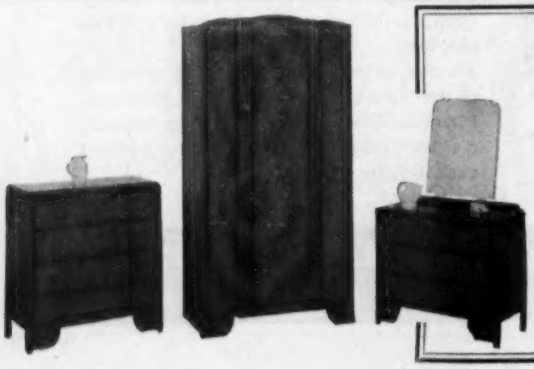

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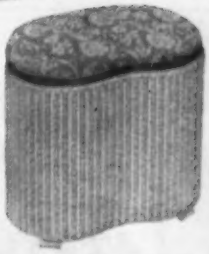

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1 The DUAL PURPOSE
TABLE with
2 4 POSITION TOP
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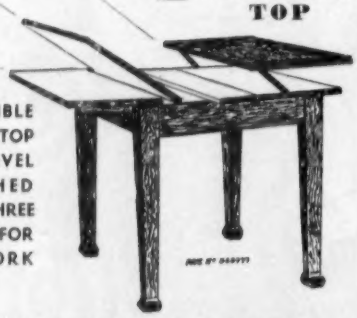

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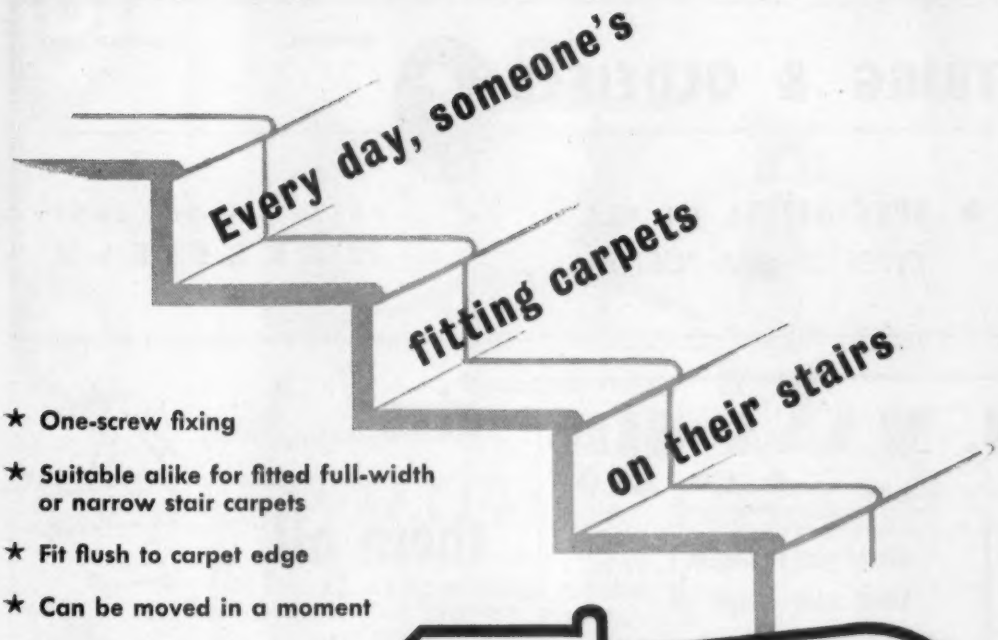

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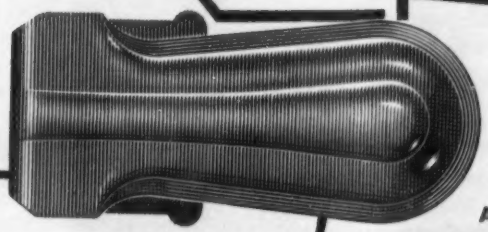

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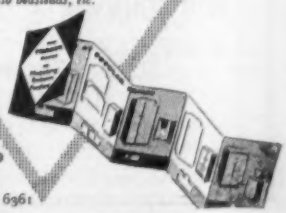

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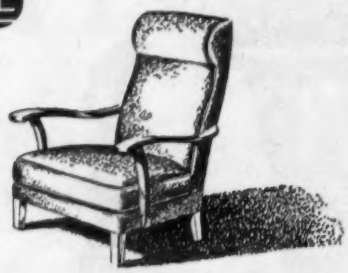

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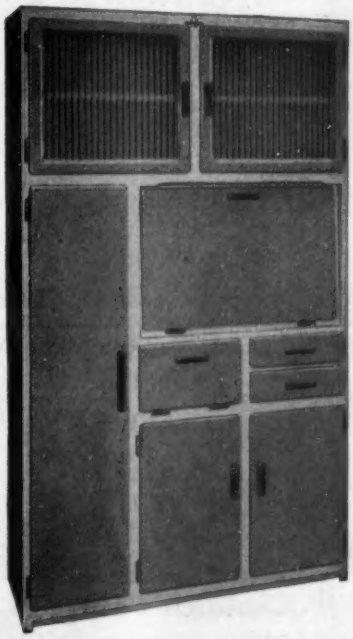

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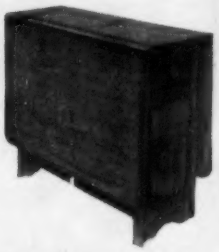

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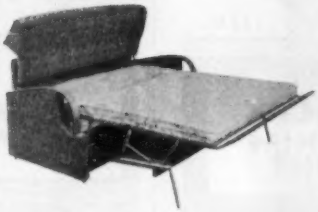

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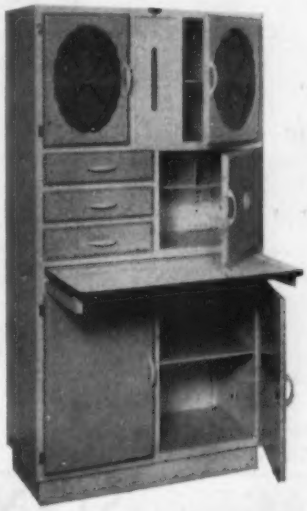

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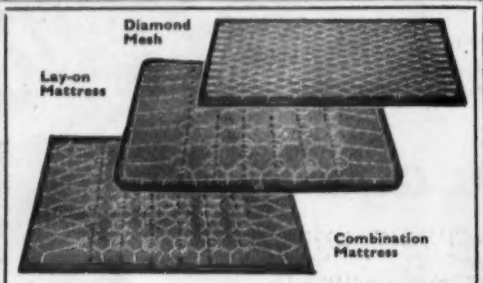

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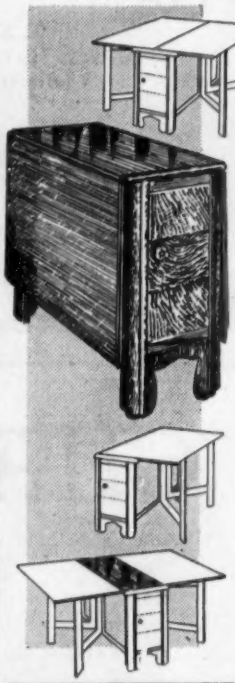

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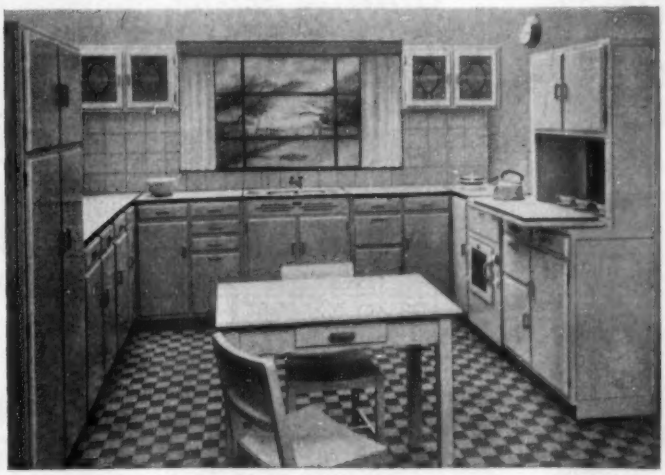

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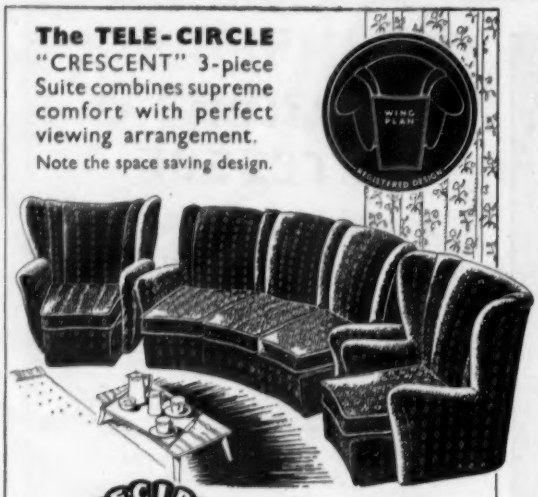

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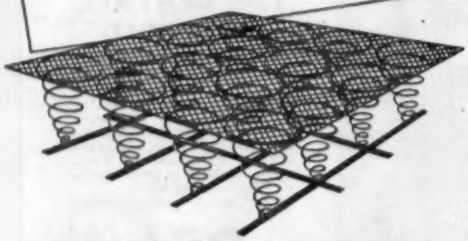

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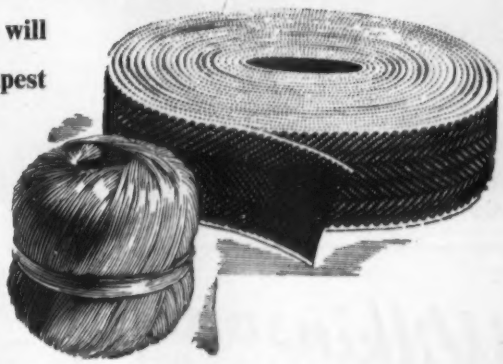

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Vol. XXXVII. No. 687 MARCH 26, 1954

Furnishing World

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Receiver Named For Hunt Group

IT is announced that Mr. Russell Tillett has been appointed receiver on behalf of Lloyds Bank for J. H. Hunt & Co. (Yatton), Ltd.

The J. H. Hunt group of furniture firms, with a turnover of more than half a million pounds a year, merged with Wake & Dean, Ltd., of Yatton, near Bristol, in April last year and subsequently vacated their factories in High Wycombe to transfer production entirely to Yatton.

A few of the 320 High Wycombe workers went with the firms to Yatton.

Mr. Tillett has announced that he will exert every endeavour to meet all the commitments of the company.

Responsible For All Orders

It is his intention to keep the factory in operation and he will be responsible for all orders emanating from the factory provided that they are signed by him or by his deputies, Mr. D. Bussell and Mr. A. D. G. Cheyne.

The directors of J. H. Hunt & Co. (Yatton), Ltd., are Mr. E. J. T. Goudie, Mr. J. H. Hunt, Mr. C. H. Hunt, Mr. C. G. Curtis, Mr. W. H. C. Halliday, Mr. E. H. Poacher and Mr. W. H. Putnam

S.C.W.S. Worried Over Furniture Factories

THE furniture factories of the Scottish Co-operative Wholesale Society were giving "cause for real concern," said Mr. John M. Davidson (president of the society) at the shareholders' meeting.

"The spectre of possible concentration dominates the prospects of our furniture factories," stated Mr. Davidson, who added that the directors had given special consideration to the position and had taken decisions to try to infuse fresh life into the factories.

The society has three factories—two at Beith (Ayrshire), which have been purchased since the end of the war, and one at Govan (Glasgow).

Hardy's Take Over Garnham And Hunt, Doncaster

THE whole of the shares of the large Doncaster furnishing firm of Garnham and Hunt (Doncaster), Ltd., have been bought by Hardy & Co. (Furnishers), Ltd., whose head office is in Newcastle. The freeholds have also been taken over.

This sale includes the premises in Scot Lane, Silver Street and Market Place. A considerable sum, not disclosed, is involved in the changeover—one of the largest in recent years in Doncaster. A total area of more than 24,000 square feet is incorporated in the three premises.

In 1946 Hardy's acquired the York premises of Garnham and Hunt when M. E. H. Hunt, a partner in the original firm, retired.

Mr. J. Etherington, a director of Hardy's, told a *Furnishing World* reporter that this take-over would mean that his firm now had 44 branches in various parts of the country, and it was the intention to open another 13 branches this year in Stafford, Nottingham, Peterborough and other places.

"We shall carry out extensive alterations here as soon as possible, including the installation of new lighting, and, after alterations, it is possible that more departments than exist at present may be opened," he said.

Fire Delays Deliveries

A FIRE which broke out at the premises of M.B.W. (Furniture), Ltd., Enfield, last Saturday caused extensive damage, but arrangements are being made to reduce delays in deliveries to the firm's customers.

. . . AND OPEN A WHITLEY BAY BRANCH

The new branch opened by Hardy & Co (Furnishers), Ltd., at 183-187 Whitley Road, Whitley Bay, has a frontage of 50 feet and three large floors all devoted to showroom space. It is the 43rd. branch and was opened by Civic Authorities who were received by Mr. J. Etherington, director. Mr. P. Wallace is the branch manager.

Retail Course Will Hammer Home Basic Principles

"The Aim Is To Make You Think"

MORE details about N.A.R.F.'s Residential Course for retail furnishers were announced this week.

The broad aim of the course is to provoke discussion and thought rather than to attempt to instil knowledge by direct teaching, and the problems to be put up to discussion groups are intended to provide a means of hammering home the basic principles of retail furnishing to those who should, but possibly do not, understand these principles.

For instance, the theme of the first full day is "Sales Promotion," and discussion will inevitably range over such subjects as display, advertising, selling techniques, dealing with complaints, service to customers, and so on.

Then comes "Merchandising" on the second day when the whole vital field of buying and buying procedure, stock control, rates of stockturn, will be posed in the palatable form of realistic narrative.

The third full day will be given to "Design" in all its implications and with particular stress on selling by design; that morning's work will form a break from the problem method.

Management Problems

And finally, for the last day, the logical climax will be an attempt to give the students an insight into problems of management, whether in a large, medium or small business organisation—hire purchase with all its ramifications, financial considerations behind the scenes, trading policy, intensified competition and the measures to meet it, control of operating expenses.

During the course directors of businesses will be present to guide discussion and give generously of their own practical experience.

The evenings will be given over to full sessions with prominent people taking part. Mr. John Gloag is to talk on the market for furnishings; there is to be a real down-to-earth homily on selling given by an expert on salesmanship, and on another evening a debate will take place between a manufacturer and a retailer on the controversial subject of branded furniture.

Directors' "Quiz"

On "Design" day, Mr. J. C. Pritchard will talk about design and public taste, and for the final evening there is to be a "Quiz on Management."

The course will also include organised visits to the factories of D. Meredew, Ltd., at Letchworth, and of Warner & Sons, Ltd., at Braintree.

N.A.R.F. lay particular stress on the fact that the course is intended for buyers, department and branch managers and young executives, as well as promising and intelligent sales people.

Vacancies still exist, and application should be made to the secretary, N.A.R.F., 17 Berners Street, W.1.

The residential course is to take place at High Leigh, Hoddesdon, Herts, from Monday, May 24, to Saturday, May 29, and the inclusive fee is 7½ guineas.

To Plan For Increased Production

Mr. S. W. Stamper will design layouts and organise increased large scale production of walnut and oak dining furniture for Sensinwood, Ltd., at their new factory, now being built at the Kirkby Industrial Estate, Liverpool.

Riley To Give Up Making

E. J. RILEY, LTD., Accrington, manufacturers of billiards tables and Rifold occasional tables, intend to close down the manufacturing side of their business.

When the present stocks of raw materials are exhausted, no more billiards tables will be made, but the firm intend to maintain and develop their other activities, including repair services and the supply of billiard sundries.

Mr. J. Threlfall Kenyon, managing director, states that the demand for new billiards tables has fallen in recent years.

Deaths In The Trade

Mr. J. W. Parrish

MR. James Winter Parrish, managing director of J. T. Parrish, Ltd., furnishers, of Shields Road, Newcastle, died last Friday. He was 76.

Mr. Parrish served his apprenticeship with Bainbridge & Co., the Newcastle furnishers, and took control of the family business when he was 21.

On July 19, 1919, the day peace was signed, Parrish's store was destroyed by fire. Within three years it had been replaced, and under Mr. Parrish's guidance the firm has become one of the most progressive in the north.

Mr. Parrish was a magistrate, took a keen interest in youth club work—at one time he was chairman of four such organisations—and served on local hospital committees until they were nationalised.

* * *

Mr. J. Wallace

THE death has occurred at Hull Royal Infirmary of Mr. Jack Wallace director of Wallace and Co., Ltd., the Pryme Street, Hull, furnishers. He was 63. He had been ill for a short period and had undergone an operation.

Mr. Wallace, whose father founded the business, had been associated with it for nearly 50 years and he was a partner with his brother until four years ago, when the business was formed into a limited company. Since then Mr. Wallace had been a director.

He leaves a widow, a daughter and a brother.

* * *

Mr. W. K. Storie

THE death of Mr. William K. Storie, 18 Merchiston Park, Edinburgh, occurred last Saturday. He was 69 and had been ill for some months.

Mr. Storie was founder and senior partner of W. K. Storie & Son, upholsterers and furnishers, 17 Queen Street, Edinburgh. He leaves a widow, a son and five daughters.

* * *

Mr. H. L. Smith

MR. Herbert Lloyd Smith, M.B.E., who joined Affleck and Brown Ltd., Oldham Street, Manchester, as a soft furnishing buyer in 1938, and was made a director in 1949, died last Saturday after a very short illness at the age of 48.

Mr. Smith had been at the store two days previously.

Wholesalers Form European Carpet Group

A MEETING of European wholesalers of floorcoverings and furnishing fabrics was held in Amsterdam recently at J. P. Wyers' premises at which representatives from Holland, Belgium, Denmark, Sweden, Germany, Switzerland and Great Britain attended.

A. V. Humphries, Ltd., 5 Newgate Street, E.C.1, were invited to represent Great Britain, and Mr. Raymond Crouch and Mr. A. C. Hines attended.

A general exchange of views took place and it was proposed to form a federation named "The Home Furnishing Group of European Wholesalers."

It was felt that great benefit could be obtained by a general pooling of information such as systems and methods of wholesaling prevailing in each country, an interchange of patterns of merchandise being sold by members and the best source of supply in each country.

Council To Sell Bedding

DUKINFIELD (Cheshire) Corporation is to sell bedding, including sheets, blankets, pillow cases and bedspreads, to tenants of municipal houses, and eventually the scheme may extend to beds and mattresses.

An official of the housing department told the *Furnishing World*: "We are not inaugurating a large-scale scheme. While we may embrace beds and mattresses at a later stage, it is hardly likely that we shall touch other items of furniture.

"Our present intention is to supply essential bedding on hire-purchase terms to tenants in real need of such items. The scheme will be restricted to tenants of Corporation houses."

Tenders Accepted

LIVERPOOL Education Committee has accepted the tenders of the following firms for the supply of furniture and equipment for use at the Childwall Hall County College: R. W. Bamforth & Co., Ltd., Sowerby Bridge, £667 15s.; Motique Industries, Ltd., Birkenhead, £374; H. E. Taylor, Ltd., Liverpool, £224 15s. 9d.; G. F. Knowles, Ltd., Liverpool, 3, £228 4s. 6d.; D. Matthews & Son, Ltd., Liverpool, £124 15s.; Ray & Miles, Ltd., London Road, Liverpool, 3, £106 13s. 9d.;

More Young People Learning How To Sell—*Says Minister*

Plans For Junior N.R.D.C. Course

"ONE of the most hopeful things in education to-day," said the Right Honourable Florence Horsbrugh, C.B.E., M.P., Minister of Education, speaking at the annual luncheon of the Drapers' Chamber of Trade at the Connaught Rooms, London, on Tuesday, "is the increasing number of day-release courses for young people." In 1939 only 42,000 young people in trade and industry had taken these courses. The figures had risen to 264,000 in 1951, and last year had reached more than 309,000. Of these the retail trade had accounted for some 9,000 students in 1951 and more than 10,000 in 1953.

The Ministry of Education and the retail trade, said Miss Horsbrugh, had been working together to see how the training of those working in the shops and stores could be improved.

Some people thought that a boy or girl's education stopped at leaving secondary school. "What we have to try to do is to see that these young people get not only the ability to learn but the interest to go on learning all their lives."

The art of salesmanship, said Miss Horsbrugh, needed encouragement to-day, now that controls had lifted and there was such a wide variety of goods on the market.

Many of the young people growing up during and since the war had never known what it really meant to "sell" merchandise.

Last year had seen the end of the first complete course for the National Retail Distribution Certificate, which ranged over a three-year training period. Some 113 students had "stayed the course," which represented a small beginning but an important one because the emphasis was on quality rather than numbers. Last year had also seen the first experimental course for teachers of these national courses by the Ministry of Education, and this was to be repeated next July.

The trade was now to take another step forward. The N.R.D.C. course was designed for the "cream" of retailing staff, and to meet the needs of many others a junior certificate had been planned.

It was hoped to launch this course next September, to extend over two years, and be dealt with by the City and Guilds of London Institute and the regional bodies.

Miss Horsbrugh stressed the necessity for technical and "background" knowledge and the development of personality on the part of the salesman.

The "don't care" attitude which operated during the war had no place to-day. Nowadays it was impossible for the average customer to keep abreast of new developments—in particular she cited fabrics—and as a result customers had to rely more and more on the knowledge of sales staff.

Here To Buy For Big Australian Store

In this country on a big buying mission for Foy & Gibson, Ltd., of Melbourne, are Mr. and Mrs. L. F. Andrews. They are seen here with Mr. James Brown (left) and Mr. John Anderson, director and managing director of James Templeton & Co., Ltd., the Glasgow carpet manufacturers.

Long Credits Make Difficulties For Upholsterers

Chair Frame Men Report Bigger Membership

THE long credit demanded by the multiple concerns, together with Governmental directives regarding bank overdrafts, have placed manufacturing upholsterers in a very difficult position.

This was said in the annual report of the Chair Frame Manufacturers' Association which was presented to the annual meeting on Monday.

Summarising the events of the year, the report said: "Plans have been made for a 'Worthiness-of-Credit' Scheme which, as has already been stated, had to be abandoned through lack of co-operation.

"A start has been made on a practical costing system, and an Apprenticeship Scheme brought into being.

"The very delicate negotiations with our Lancashire colleagues have been brought to a conclusion which, taking into consideration all the circumstances, may be regarded as satisfactory. Although the former Liverpool and District Branch is now a separate entity, it is still united with us by affiliation.

"Perhaps the most encouraging feature of the year is the marked increase in the number of members seeking assistance from the association.

"Another gratifying feature of the year 1953-54 is the increase in the number of large firms of manufacturing upholsterers who have asked for names and addresses of reliable chair frame manufacturers."

Criticism Is All For Good Of The Industry

ON Monday the Chair Frame Manufacturers' Association held their annual luncheon at the Holborn Restaurant, London, with Mr. William S. Shepherd, M.P. (Cheadle), hon. president, as guest of honour.

Replying to a tribute by the chairman, Mr. I. Flashtig, Mr. Shepherd said competitive conditions were returning. No one wanted a return to the vicious and senseless competition of between the wars, but as the Government was charged with keeping up a certain level of demand that should be avoided.

It was all to the good, he continued, that the furniture industry should have been undergoing a good deal of criticism in the past year or so. This was due to the improving public taste. Furniture manufacturers would not change over night from makers of "bulges and excrescences," but this point was now generally in their minds.

The trade should get away from the abortive controversy on "contemporary versus the rest." It was fallacious to assume that "contemporary" meant good design and all else was bad.

Proposing the toast of the association, Mrs. Doris J. Fisher, deputy secretary, referred to the Kite-mark scheme. She said a standard for chair frames was necessary. The endurance standard set up by the B.S.I. in consultation with the F.D.C. for chairs applied to frames more than anything else.

Mr. J. S. Grieves, of the recently-formed Lancashire Chair Frame Manufacturers' Association, was anxious to stress that his association was affiliated to the C.F.M.A. He gave an assurance of its 100 per cent support.

Officers elected at the meeting afterwards were: president, Mr. Robert Stewart (Stewart Wood Products, Ltd.); vice-presidents, Messrs. I. Flashtig and Harold Fryer; council, Messrs. J. Farrington, Herbert E. Vaughan and John Young.

Glasgow Furniture Showroom

M. HACKNEY & Co., Ltd., of Aspatria, Cumberland, manufacturers of "Springbok" interior sprung mattresses are establishing a large depot at 1 Baltic Street, Bridgeton, Glasgow, where the full range of their products including fireside chairs and suites will be maintained.

Representative stocks will also be held of kitchen cabinets and occasional furniture by E. Fisher, Ltd., of Preston, and also of wire mattresses by the Hilton Engineering Co., Ltd., of Leigh, Lancs.

It is planned to give Scotland a day-to-day service for the complete range of products.

Preparations are all but complete and the service will be available by the end of this month.

Guest of Honour At L.F.M. Lunch

THE principal guest at this year's L.F.M. luncheon will be Sir Frederick Messer C.B.E., J.P., M.P.

Sir Frederick has represented Tottenham in the House of Commons for a number of years. He is chairman of the Central Health Services Council and the Ministry of Education Advisory Committee on Handicapped Children.

He was at one time engaged in the furniture industry, which no doubt accounts for the great interest he has always taken in the industry's affairs.

It will be remembered that at the beginning of the last war, Sir Frederick took the chair at an emergency meeting attended by representatives of the furniture industry, at the House of Commons when the industry was threatened with a withdrawal of timber supplies.

The result of that meeting was the setting up of the Timber Supplies Committee to allocate timber to furniture manufacturers by means of rationing.

Another of the speakers at the luncheon will be Mr. John Hall, M.P., member of Parliament for High Wycombe.

The luncheon will be held at the Connaught Rooms, London, on April 13.

Bedding Leader At London Section

THE National president of the Bedding Federation, Mr. W. F. Milton, met the London and South of England Section recently and was welcomed by the chairman, Mr. F. Grayland.

The president said he was pleased to have had the opportunity of meeting the section and that he thought one of the pleasures of the presidential year was being able to meet so many members.

He paid a tribute to the section for the valuable time given in the interests of the federation.

The president reminded members of the convention this year to be held at the Palace Hotel, Torquay, and said what a fine opportunity it presented to members to have informal discussions without any official atmosphere.

He thought it was a time very well spent and there was everything to gain by an exchange of experience and general talks about the trade.

The president and Mr. Frank Ramsey, the National secretary, spent a most enjoyable evening when they were entertained to dinner and theatre by the section's committee.

Does The Public Get The Furniture It Wants?

Housewife Criticises the Industry

AN interesting and lively discussion based on the question "Can we find the furniture we want?" attracted a good attendance at last week's meeting of Putney Literary and Debating Society.

The views of the consumer, retailer and manufacturer were expressed at some length by Mrs. Joan Robins, a housewife, broadcaster and active member of the board of the British Standards Institute; Mr. J. S. Allpass, managing director, Hastings. Ltd., furnishers, Clapham Junction, S.W.11; and Mr. Oliver Lebus, assistant managing director, Harris Lebus, Ltd., furniture manufacturers, Tottenham, N.17.

Launching an attack against both the retail and manufacturing sides of the furniture trade, Mrs. Robins declared that the consumer was forced into buying what appeared in the shops, and the retailer could not be influenced to widen or change his stock.

"Nobody wants the table with the highly-glossed finish which once marked is ruined for ever; the wardrobe with hanging space which is too narrow and door that jams; the dressing-table with numerous compartments which swing open and knock over the contents; and the chair that is too heavy to move, uncomfortable to sit in and difficult to get out of," asserted Mrs. Robins.

"To-day there are only two styles to choose from—the traditional with its bulbous, bulging lines, heavy decoration and highly-polished surface; or the contemporary with its spiky legs, flimsy appearance and light brown colours.

"The test, surely, of good furniture and pleasant design is whether one will be comfortable and happy to live with it for twenty years. I doubt very much if present-day furniture would pass this test."

Mrs. Robins then stated that, in her opinion, two people, apart from the manufacturer, were responsible for the bad furniture seen in the shops at the present time. They were the furniture buyer and the assistant.

The former delighted in stocking his showrooms with ugly furniture which he knew the consumer would have to purchase as there was nothing else to choose, whilst the assistant encouraged young and inexperienced customers to buy shoddy goods and took advantage of their lack of taste in design.

The average assistant lacked training and technical knowledge, and could not distinguish woods or tell the sizes of garments to fit shelves.

People Won't Buy What They Don't Want

Says J. S. Allpass

Mr. Allpass immediately rose to his feet in support of the furniture retailer.

"I feel as though I have been run over by a steam-roller, but I am not worried," he declared. "Destructive criticism might sound impressive but it is of little value.

"Apart from the problem of good or bad furniture, the question was, as I see it, can the customer find the furniture he wants? I know the answer is in the affirmative as I am still in business. People will not buy what they do not want. There are three main classes of customer—those who know what they want; those who choose when shown a selection; and those who have no idea what they want and make the shop assistant choose for them.

"There are numerous firms which specialise in antique and the extreme modern styles for the first group.

"As for the second and third groups, it is the retailer's policy to stock the furniture he knows will sell, whether it is his own personal taste or not. I do not feel that it is the retailer's duty to instruct the customer on good taste.

"My aim is not to give the customer what he should want but to give him what he does want.

"The fact is that fashions in furniture die hard. Younger people are not buying the new styles, for although they are more simple they are not less expensive.

"If the customer knows what he wants then he will certainly find it. Since the price control has been lifted a much wider range of furniture is finding its way into the shops, and the problem now is lack of showroom space in order to show styles of furniture to suit all tastes.

"It is now up to the public to show discrimination, then the store buyer will look for better designs and urge the manufacturer to produce better quality work," added Mr. Allpass.

Mr. O. Lebus

Mr. J. S. Allpass

But Makers Must Be Flexible—Oliver Lebus

Outlining the manufacturers' viewpoint, Mr. Lebus said he thought a few hard facts might help to dispel the idea that the manufacturer and distributor held a monopoly and were in league against the consumer.

"We Are Not Ogres"

"There are 3,000 furniture manufacturers, 15,000 retail outlets and 20,000,000 homes. Manufacturers are not the ogres that Mrs. Robins imagines," said Mr. Lebus. "They do not turn out dull, ugly furniture on purpose. Indeed our aim is quite the reverse, and we are chiefly interested in making what the public wants.

"Manufacturers cover a wide range of furniture productions, and there are firms with 200 years' tradition behind them, and then young designers who have come straight from art school brimful with new ideas.

"To-day there is a high degree of competition, and manufacturers have to be flexible in an attempt to keep one jump ahead in order to sell their furniture.

"The problem at heart," Mr. Lebus went on, "is one of good taste. Taste is formed in one's childhood, by one's surroundings. Manufacturers are aware that there is a void in good furniture design at present, they are groping for a new trend and looking for a style which has character and warmth, and which would help a house to become a home."

Both Mr. Allpass and Mr. Lebus then answered a number of questions put to them by the audience before motion was put to vote, and the house decided that they could find the furniture they wanted.

Plymouth's New Shops Will Attract Trade From Cornwall

Co-op. Man's Warning To S.W. Stores

CORNISH co-operative societies, most of which are on the smaller side, were advised by Mr. C. R. Westlake, representing the South Western Sectional Board, at a conference at St. Austell, to concentrate on what were referred to as bread and butter lines.

He warned them that Plymouth, as the London of the South West, would increasingly become a great draw to shoppers from neighbouring areas of Cornwall.

That would be especially so in the case of young couples who had £70 or £80 to spend on furnishing, as it would pay them to pay a few shillings in bus and train fares and go to Plymouth, where it was hoped they would visit the new co-operative store.

With all the new shops in Plymouth's Royal Parade making such attractive shows, added Mr. Westlake, that city would be a powerful magnet to country customers.

Bristol A.M.U. Will Entertain Customers

THE Bristol Section, West of England Branch A.M.U. has decided to entertain members' customers at an Invitation Carnival Ball. Branch chairman, Mr. C. F. Dury, who originated the idea, explained it at the Section monthly meeting on March 15.

He said: "I have gone into this subject in detail, and it appears to have very valuable publicity and goodwill promoting factors. The scheme is sufficiently novel to attract the attention of the local newspapers and gain considerable favourable comment."

He went on to reveal that from inquiries he had made it seemed that they could book a central ballroom in the city, complete with a good dance band for under £40.

At this figure members would be able to take blocks of ten tickets for about £1. Tickets would be in the form of invitation cards and contain a line to filled in by the name of the member before being issued free to his customers.

During a debate on the appearance in some Bristol shops of low priced three-piece lounge suites—the price of £27 10s. 0d. was mentioned as being typical—Mr. P. H. Simpkins said he could see no reason for alarm in the fact. "Most of us are turning out very good quality work at higher prices and we all seem to be kept busy at it, and in view of that I see nothing to worry about," he said.

Youth Wins Floorcovering Quiz

THE indoor general knowledge competition held at the Great Northern Hotel, Leeds, by the Yorkshire Floorcovering Trades Association, proved a great success.

A handicap and bonus arrangement ensured an opportunity for all members, young and old, to take part on level terms.

A youth of 16 years, Mr. A. Eccles (W. Brayshay & Sons), took the inscribed silver trophy, awarded and presented by Mr. T. E. Field, with a gross total of 97 marks (bonus 10 marks) out of a possible 103. A cash prize of £3 was added by the association. The runner-up in the carpet section was Mr. W. Sibley, also of W. Brayshay & Sons.

The winner of the lino section was Mr. D. Hill (Peacock & Son, Ltd.), who received a cash prize of £3 and the runner-up, Mr. J. Hughes (British Congoleum, Ltd.), had a cash prize of £1 10s.

Mr. H. J. H. Gillam presided and congratulated the committee on the hard work they had put in the organisation of the competition.

The trophy will next year be awarded to the winner of the lino section.

New Manchester Showrooms

A. V. Humphries, Ltd., 5 Newgate Street, E.C.1, are opening showrooms in No. 32 Deansgate, Manchester, to give a better service to their North of England customers.

They will be under the personal supervision of Mr. I. A. Metcalfe and will contain a representative selection of all floorcoverings and furnishing fabrics.

It is hoped the showrooms will be ready during April.

Kirkcaldy Linoleum Market, Ltd., have opened a floorcovering shop at 155 High Street, Ayr.

U.S. Wants Top Grade Furniture

THE British Consulate-General at New Orleans, has advised the Export Services Branch of the Board of Trade of an enquiry by Pierre Bagur, Jnr. & Co., 534 International Trade Mart, New Orleans, Louisiana, who wish to represent a United Kingdom manufacturer of high class household furniture, not antiques but good cabinet work and reproductions.

This firm are importers who specialise in household furnishings and cover the major part of the South East United States. They are considered to be a suitable connection for United Kingdom firms.

Interested United Kingdom firms are invited to address their quotations, giving prices in dollars c.i.f. New Orleans, direct to Mr. Pierre Bagur.

A copy of offers made, with enclosures, sent to the British Consulate-General, 1022 National Bank of Commerce Building, New Orleans, 12 Louisiana, would enable the Overseas Officer to pursue the enquiry and assist in approaching other potential importers. Firms should also notify the Export Services Branch of the action they have taken, quoting reference ESB/7210/54.

All enquiries by telephone should be made to Chancery 4411, Ext. 862.

Ducal Woodware

IN the Chancery Division on Tuesday, Mr. P. Stuart Bevan, appearing for Ducal Woodware (1943), Ltd., plaintiffs in an action against Alfred Shapiro and Joseph Shapiro (trading as Ducal Cabinet Co.), mentioned a motion asking for an injunction against the defendants.

Mr. Bevan said the parties had agreed that the motion should be treated as the trial of the action and that there should be a permanent injunction restraining defendants from trading as furniture manufacturers or general woodworkers under the name "Ducal Cabinet Company," "Ducal Works," or any other name including the word "Ducal."

Defendants would pay £10 agreed damages and would deliver up all letter headings and other documents on which the name "Ducal Cabinet Company" appeared. They would also pay the plaintiffs' costs. This would dispose of the whole matter.

His lordship said this was a sensible arrangement and he made an order as agreed.

400 At Bristol Dance

BRISTOL dancers enjoyed one of the happiest nights of the year at the Bristol and Weston-super-Mare Area F.T.B.A. St. Patrick's Eve Carnival Dance at the Spa Hotel last week.

The record number of nearly 400 attending the dance entered into the gay spirit of carnival amid miles of streamers, fancy hats and numerous novelties.

Competitions and games were plentiful, one of the most popular being the contest to estimate the number of curtain rings in a seven-pound sweet jar.

Area secretary, Mr. Dennis Gale, told a *Furnishing World* reporter that there had been an almost complete sell-out of tickets.

Preston Golf Tourney

The Preston, Blackburn and District Area of the F.T.B.A. will hold their tenth annual golf tournament at Fairhaven Golf Club on Wednesday, June 16.

Information may be obtained from the secretary, Mr. C. F. Jackson, 10 Duchy Avenue, Fulwood, Preston, Lancs.

Council Permits Town Hall Shows

SUTTON Coldfield (Warwickshire) Council's decision to allow the Town Hall to be used for staging trade exhibitions by private firms, is causing concern to Sutton Coldfield Chamber of Trade.

Hon. secretary of the Chamber, Mr. Maurice Buxton, said they believed that the Town Hall should be used only for social and educational activities. "The Town Hall is one of the most popular social venues for miles around, and to allow furniture exhibitions and such like to be held there is taking things too far," he maintained.

At their last Council meeting it was decided that trade exhibitions should be allowed in the Town Hall provided mock auctions were not held. Cllr. John Frost, a staunch supporter of the Chamber, proposed that general trading should also be barred, but no one would second his proposition.

Oriental Carpet Company, 42 Pelham Street, Nottingham, have reopened a department for soft furnishings and household linen.

News From the F.T.B.A. Areas

Sheffield's Dinner-Dance Made More Than £1,000

At the F.T.B.A. dinner-dance in Sheffield were, left to right: Mrs. S. Pearson, Mr. S. Pearson (vice-chairman), a director of Ellis, Pearson, Ltd., Mr. J. L. Benjamin (Area president) a director of the Cussins Group, Ltd., Mr. P. A. Pashley (secretary) of J. & W. Hastings, Ltd., Rotherham, Mrs. J. L. Benjamin, Mrs. P. A. Pashley, and Mr. Stanley W. Perring, National President.

MORE than £1,000 was raised for the F.T.B.A. as the result of a dinner-dance at the Royal Victoria Hotel, Sheffield.

It came from competitions, donations, and the sale of tickets. About 250 people attended and Mr. J. L. Benjamin, president, presided.

Mr. Stanley W. Perring, national president, said that the Sheffield and District Area, which had organised so successful a function, was definitely on the map, and he hoped it would stay there. He thought it was not beyond the Area's reach to raise £2,000 a year.

He added that this could be reached if they operated a 2d. a week contributory scheme in their factories and retail shops.

Fifty-two firms were listed in the decoratively-coloured menu as having donated prizes, and there were also others too late to be included in the printing.

Leading members who helped to make the Sheffield F.T.B.A. dinner-dance so big a success. They are, front row: Messrs. G. Pearson, Ellis Pearson and Co., Ltd., Sheffield; J. L. Benjamin, Cussins Group, Ltd., and Sheffield Area president; R. Summers, Eyre and Sons, Ltd., Worksop; standing are, H. Teasdale, Sheard Binnington, Ltd., Doncaster; Walter Eyre, Eyre and Sons, Ltd., Chesterfield; C. Southall, John Walsh, Ltd.; C. Jackson, Henry Wigfall and Son, Ltd.; G. M. Balsallie, Cussins Group, Ltd.; W. Ford, W. Ford and Sons, Ltd.; Manny Cussins, Cussins Group, Ltd.; D. R. Gelling, Brintons, Ltd.; P. A. Pashley, J. and W. Hastings, Ltd., Rotherham; H. Bax, Stockwell and Bax, Ltd., Chesterfield.

New Furnishing Companies

The undermentioned particulars of new companies are taken from the daily register compiled by Jordan & Sons, Ltd., Company Registration Agents, 116 Chancery Lane, W.C.2.

Speedwork Systems, Ltd.—Registered July 25, 1953. 31 Cricklewood Broadway, Cricklewood, N.W.2. To carry on business of office equipment specialists and furnishers, etc. Nominal capital: £1,000 in £1 shares. Directors: H. L. Pipe and Mrs. E. Pipe, 17 Pear Close, Kingsbury, N.W.9; Mrs. W. A. Waples, 19 Swanton Road, Dereham, Norfolk.

Linen Shop, Ltd.—Registered July 27, 1953. 68 Devonshire Road, Bexhill-on-Sea, Sussex. To carry on business of drapers, house furnishers, manufacturers and importers of textile goods, etc. Nominal capital: £2,000 in £1 shares. Directors: L. Barclay, 8 Oak Road, Fallowfield, Manchester; D. A. Anstey, 1 Madeira Park, Tunbridge Wells.

J. & W. Palmer & Co. (Furnishers), Ltd. — Registered September 22, 1953. 93 Gray's Inn Road, W.C.1. Nominal capital: £1,000 in £1 shares. Directors: J. P. Palmer, Winifred D. Palmer, G. E. Palmer and K. J. Palmer, all of 353 Two Mile Hill Road, Kingswood, Bristol.

Peter Shepherd & Co. (Wholesale), Ltd. — Registered September 22, 1953. Kennet Side Works, Reading, Berks. To carry on business of wholesale dealers in, and manufacturers of, felts, carpets, linoleums, etc. Nominal capital: £100 in £1 shares. Directors: P. S. Shepherd, Greenacres, 100 Woodcote Road, Caversham, Berks; May Bockwick, Isomer, The Warren, Mapledurham, Reading.

British Pillofoam Ltd.—Registered December 16, 1953. 20 St. Andrews Street, Northampton. To take over from Frank W. Gunn the benefit of trade mark No. B716,989, in relation to cushions, pillows and upholstered furniture; to carry on business of manufacturers of and dealers in rubber of all kinds, etc. Nominal capital: £5,000 in £1 shares. Permanent directors: F. W. Gunn, 11 Mayfield Road, Northampton; W. Siddall, 21 Hillcrest Avenue, Northampton; E. G. Harley, 56 Billing Road, Northampton.

Aristocraft, Ltd. — Registered December 8, 1953. 36 Oswald Road, Scunthorpe, Lincs. To carry on business of house furnishers, etc. Nominal capital: £1,000 in £1 shares. Directors: H. J. Crowston, 5 North Street, Winterton, Scunthorpe; L. Kirkman, 10 Glover Road, Scunthorpe.

Amadine Manufacturing Co., Ltd.—Registered December 10, 1953. Acme Works, Landfield Street, Clapton, E.5. To carry on business of manufacturers, processors and dealers in animal and vegetable adhesives and adhesive substances of all kinds; manufacturers of and dealers in oils, paints, pigments and varnishes, etc. Nominal capital: £100 in £1 shares. Directors: A. C. H. Robinson, Flat 14 Lancaster Gate, W.2; L. H. L. Saunders, 51 Parkway, Welwyn Garden City.

Buttle & Gane, Ltd.—Registered December 10, 1953. 287 Shirland Road, W.9. To carry on business of shopfitters, cabinet makers, etc. Nominal capital: £1,000 in £1 shares. Directors: F. T. Honrick and A. G. Lowiston, 88 Wrentham Avenue, N.W.10.

J. Dylong, Ltd.—Registered December 10, 1953. 9 Bond Street, Swansea. Nominal capital: £500 in £1 shares. To carry on business of cabinet makers, etc. Directors: J. Dylong, Mrs. C. E. Dylong, A. Spiewak and Mrs. C. Spiewak, all of 9 Bond Street, Swansea.

Brown Bros. & Taylor (Holdings) Ltd.—Registered December 10, 1953. To acquire and hold shares, stocks, debentures, etc. Power is taken to carry on business of furnishers and upholsterers, general warehousemen, etc. Nominal capital: £100 in £1 shares. Directors: to be appointed by subscribers.

Alan's (Handsworth), Ltd. — Registered December 11, 1953. 235 Pershore Road, Birmingham, 5. To carry on business of retailers, wholesalers and manufacturers of household linen, bedding, curtains, soft furnishings, etc. Nominal capital: £100 in £1 shares. Directors: A. G. Gompertz and Elsie Gompertz, 12 Greenridge Road, Birmingham 20.

Rolea, Ltd.—Registered December 14, 1953. 132 Cheapside, E.C.2. To carry on business of chair frame manufacturers, upholsterers, cabinet makers, etc. Nominal capital: £3,000 in £1 shares. Directors: Rose Lea, 47 Warwick Avenue, Maida Vale, W.; S. Kraft, 12 The Close, Rayners Lane, Pinner.

Blanella, Ltd. Registered December 4, 1953. 8 Princes Square, Harrogate, Yorks. To carry on business of manufacturers of electric blankets, overlays and pads, etc. Nominal capital: £1,000 in 900 Cumulative Preference shares of £1 and 2,000 Ordinary shares of 1s. each. Permanent directors: N. E. North, St. Kitts, Boston Spa, Yorks.; A. G. Sunderland, 23 Manston Gardens, Cross Gates, Leeds; Mary Pickard, 18 Gledhow Park Road, Leeds, 7.

C.X.T., Ltd. Registered December 4, 1953. To take over all or any part of the undertaking, properties and assets of Carpet Trades, Ltd., subject to all or any of the liabilities of the said company, and to carry on business of manufacturers of and dealers in carpets, rugs, mats, etc. Nominal capital: £100 in £1 shares. Directors: To be appointed by subscribers.

Vaughan Lewis, Ltd. Registered November 24, 1953. 31/33 Junction Road, Holloway, N. Carry on business of drapers and furnishing and general warehousemen, etc. Nominal capital: £6,000 in £1 shares. Directors: Mrs. M. L. Lewis and D. J. Lewis, 46 Creighton Avenue, Muswell Hill, N.10; Mrs. E. Bull and I. Williams.

Spencer Gunn, Ltd. Registered November 25, 1953. 3 South Street, Northampton. To carry on business of manufacturers of sun and other blinds, tents, covers for furniture and seats, etc. Nominal capital: £2,000 in £1 shares. Directors: J. S. Gunn, 26 Alexandra Road, Northampton (permanent and chairman); D. L. Mauger, 234 Loughborough Road, Leicester; W. H. Turner, 5 Bants Lane, Northampton.

A. Dodge & Son, Ltd.—Registered January 6, 1954. West Street, Fareham, Hants. To carry on business of drapers and furnishing and general warehousemen, etc. Nominal capital: £20,000 in £1 shares. Permanent directors: Mrs. F. M. Walker, G. Walker and T. H. Fisk, all of Bembridge House, Osborne Road, Fareham, Hants.

P. A. Talmage (House Furnishers) Ltd.—Registered January 7, 1954. 129 St. James Road, Northampton. Nominal capital: £7,500 in £1 shares. Directors: P. A. Talmage and Hilda A. Talmage, Highways, 218 Weedon Road, Northampton.

George Stone (Furniture) Ltd.—Registered January 9, 1954. Chiltern Works, Ogilvie Road, High Wycombe. Nominal capital: £10,000 in £1 shares (2,000 Red. Pref.). To carry on business of chair manufacturers, cabinet makers, upholsterers, etc. Permanent directors: G. R. J. Stone, 30 Eaton Avenue, High Wycombe, Bucks; G. Stone, Hunters Wood, St. Johns Road, Hazlemere, High Wycombe, Bucks.

Wallasey Manufacturing Upholstery Co., Ltd.—Registered January 9, 1954. Wesley Grove, Wallasey, Cheshire. Nominal capital: £3,000 in £1 shares. Directors: Edwin Williams and Eric Williams, 23 Empress Road, Wallasey.

Short News From N.S.E.W.

Kennards (Wimbledon) Ltd., departmental store, The Broadway, Wimbledon, S.W.19, have opened an enlarged carpet showroom. To publicise this latest development, "Roboto" (Mr. Fred Archer, the human dummy) appeared in the store's windows last week-end.

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Stanley Matthews & Company, furnishers, 27 Market Place, St. Albans, Herts, have recently opened a bedding shop at 4 Chequer Street, St. Albans.

* * *

The Brighton Co-op has expanded its furnishing department at the central premises. The whole of the second floor is now allocated to furnishings.

PERCY WAKE SENT FOR TRIAL

FORMERLY managing director and auditor of Wake & Dean, Ltd., Percy William Wake and Hubert Clive Stone were sent for trial to Somerset Assizes (at Wells, in May) last Tuesday by the Long Ashton magistrates, on summonses alleging conspiracy and other offences.

An additional branch furnishing department is to be opened on Monday by the Sunderland Co-op. at 84-102 Portsmouth Road, Pennywell.

* * *

Bradbury Furniture Co., Ltd. (subsidiary of J. & F. Stone, Ltd.), High Street, Bromley, Kent, are planning to open a new branch store at 74-76 High Street, Dartford, Kent.

* * *

Pyle Bros., Ltd., Furnishers, 61, 63 and 84 Peascod Street, Windsor, Berks, have opened a new department for the sale of blankets and sheets.

* * *

Shenkers, soft furnishers, 7 Anlaby Road, Hull, are planning to open another shop soon in the centre of the city.

* * *

James Howell & Co., Ltd., departmental store, St. Mary's Street, Cardiff, have opened an enlarged nursery furniture department on the first floor, and plan to extend their soft furnishings section.

* * *

Economic (Drapery) Stores, 36 The Square, St. Annes-on-Sea, Lancs, have opened an additional showroom for furnishing fabrics on the first floor.

A block of eleven freehold shops are to be erected in Station Road, Marston Green, Warwickshire, each with first-class living accommodation. The sole agents are Donald Luff, Powell & Co., 63 Pershore Street, Birmingham. Tel: Mid 4154-4080; and 44 High Street, Sutton Coldfield. Tel.: Sut 3046.

* * *

S. Bell & Co., Ltd., curtain net merchants, have transferred their business from 9 Princes Street, W.1, to larger premises at 14 Leman Street, London, E.1.

* * *

A new first floor carpet showroom is to be introduced shortly by G. E. Lee & Sons, departmental store, Bridgend, Glam.

* * *

A new first floor carpet showroom has been opened by Kenneth Philip, Ltd., furnishers, 34-38 Westbourne Grove, Bayswater, W.2.

* * *

An enlarged soft furnishings department has been opened by Fishpools, Ltd., furnishers, 107-115 High Street, Waltham Cross, Herts.

News From The Sales Side

Representing Luxury Upholstery

Now sole representative of Luxury Upholstery, Ltd., in the South, South Western and Home Counties Area is G. J. Stewart.

In and Around London for Cowley

In the North London and Home Counties area, Cowley Upholstery, Ltd. is now represented by G. S. Aries.

Corrections For Your Trade Encyclopædia

IN order to keep your Furnishing Trade Encyclopædia for 1954 up to date, please insert the following amendments which arrived too late for publication:

Section 1

Greenman, S., Ltd.—Delete the name "L. Gelberg" and substitute "S. Frosh" (Page 114.)

Relaxatese Upholstery Manufacturers, Ltd.—Delete address and substitute "6 Kirby St Ancoats Manchester 4;" (Page 138.)

Shotter & Woodsford. — Amend address to read "Southbridge Wks Chiddingfold Surrey;" (Page 143.)

Zeta Wood Flooring Co. (1910), Ltd. — Amend address to read "Frederick St SE15;" (Page 157.)

British Wood & Metal Co. (Wycombe), Ltd., 11 & 12 Newland St High Wycombe. (Delete entry on Page 97.)

Rowland Jones, D.—14 Broad St Leominster; t: 155; s: Wholesale floorcoverings and furnishing fabrics. (Insert on Page 140.) (New entry.)

Section 7

Bennett, V. H., Ltd.—Delete address and substitute "St. Mary St Weymouth;" (Page 364.)

Section 2

Floorcoverings insert "Rowland Jones, D."

Furnishing Fabrics insert "Rowland Jones, D."

Section 6

Woodwork and Turning delete British Wood and Metal Co. (Wycombe), Ltd.

The name of Hills Furnishing Stores (Hills Finance, Ltd.) was omitted from the Retailers "Who's Who" section of the Furnishing Trade Encyclopædia.

The address of Zeta Wood Flooring Co. (1910), Ltd. is Frederick Street, Stratford, London, E.15.

Guide to Floorcoverings

WHAT is believed to be the first booklet of its kind to be issued by a wholesaler has been issued by James Faithfull, Ltd., Essex House, Bluebridge, Halstead, Essex.

The booklet is called "The Buyer's Guide to Floorcoverings." It contains sections in salesmanship, advising the customer, dealing with complaints, studying customers' problems, care and maintenance, guide to measuring, ready reckoner for carpet planning, and much other useful information. Price lists of all floorcoverings are included.

Viewpoint

SINCE the ending of the Earls Court Exhibition there have been complaints from some firms, who perhaps did not do as much business as they expected, that a furniture exhibition every year is not necessary. They argue that an exhibition every two, or even three years, would fulfil the needs of the manufacturing side of the industry.

★★ While it is understandable that those who went to great expense to exhibit at Earls Court, and did not find that expense justified, should hold that the exhibition is too frequent, it must be realised that there are very sane and cogent reasons for holding a yearly exhibition.

It will be remembered that before the war some five furniture exhibitions were held; and this, of course, meant that those who took part in them sought frantically for "new" designs with which to attract the attention of the retail buyer.

Since the war the picture has changed, the B.F.M. have decided on a policy of one exhibition a year, and a moment's thought will show the wisdom behind this decision.

★★ If the decision were to hold an exhibition every two years it might well be that a professional exhibition organiser would engage a large hall and hold an unofficial exhibition, and a minority of manufacturers would not be deterred from exhibiting by the fact that they would be barred from the official exhibition which would be held in the following year.

Also, an "exhibition every two years" policy could lead to such a number of stockrooms being held at the same time, that these in themselves would constitute an exhibition.

The third possibility is that firms would enter the furniture section of the British Industries Fair to the detriment of their own show the following year.

★★ These reasons alone must surely show that the B.F.M.'s policy of one exhibition a year is for the benèfit of the industry, because it gives the ruling body of the industry a certain amount of control over that minority of manufacturers who might, in other circumstances, jeopardise the whole structure of the post-war industry.

Readers' Viewpoint

The Case For Marking

The Editor,
"Furnishing World."

SIR,—It is interesting for me to read in your issue of March 12 the comment made by Mr. W. H. Griffiths at the annual general meeting of the Southern Wholesale Furniture Traders' Association in London last week, that he "disagreed with the marking of furniture with manufacturers' names" and "it was against the interests of the trade, and they should back the retailers on this point."

Would it not be pertinent to ask Mr. Griffiths if he always allows a retailer to select the goods for him when he goes to make a purchase? Does he walk into a tobacconist's shop and ask for a packet of cigarettes or does he ask for a packet of Players? Does he ask for Gillette blades, or just double-edge razor blades? Does he go to a motor showroom and ask for a motor car or does he ask for an Austin or a Morris?

It seems to me that the furniture wholesalers are putting their heads into a noose if they do not realise that the purchaser requires to know the brand name of the furniture he is buying and is no longer content to have it selected for him by a retailer. Why should furniture be almost the only commodity to hide its maker's name?

In my view, the furniture trade should wake up to the fact that the purchaser to-day requires to know the maker of his furniture in the same way as he does the maker of any other commodity which he goes to buy.

Yours etc.,
JAMES HARRISON.

St. Albans.

75 p.c. Mark-Up is Too Much

The Editor,
"Furnishing World."

SIR,—With reference to your note in "Viewpoint" regarding the high mark-up in prices up to 75 per cent, this should be stopped.

I think that 40 per cent is enough on any goods to be sold. I am only a small trader but what I put on goods is still 33⅓ per cent and no more; but what can a small trader do against the big stores?

Yours etc.,
G. BULL.

O'Hares,
Moston.

Too Few Union Men on Productivity Body

PROTESTS were made at the monthly meeting of Kidderminster Trades Council at the constitution of the recently-formed Local Productivity Committee.

Councillor W. H. Micklewright (formerly vice-president of the Carpet Weavers' Association) said the formation of the committee was long overdue but he was greatly concerned to discover that out of its 23 members no fewer than 18 were representatives of employers' organisations, only four being connected with the trade union movement. The remaining member was the Principal of the local College of Further Education.

He thought the committee's membership should be enlarged by inviting representation from the whole trade union movement and also from the Trades Council.

Mr. Cyril Yarsley, who sits on the committee as secretary of the Carpet Weavers' Association, said that while he agreed that more trade union co-operation was wanted he did not think that the mere fact that so few trade unionists were on the committee was very important.

"The Committee exists merely to encourage employers and workers to come into the scheme," he said.

A furnishing and carpet department has been opened recently by Vinall's, Terminus Road, Eastbourne, Sussex.

personally speaking...

NEWS OF PEOPLE YOU KNOW

IT is announced by the Board of Trade that the President has appointed **J. Chalmers Brown,** M.C., J.P., to be a member of the Scottish Committee of the Council of Industrial Design.

☆ ☆

CONGRATULATIONS to **Mrs. Ida Lasker,** a director of Lasker's Home Furnishers, Ltd., Manchester, who has given birth to a son, Jeremy Stewart, at St. Mary's Hospital, Whitworth Street, Manchester. Mrs. Lasker is well known as chairman of the Manchester Area F.T.B.A. Ladies' Committee. Both Mr. and Mrs. Lasker wish to thank all friends and colleagues in the trade for the many expressions of good will they have received. I understand that both mother and son are doing well.

☆ ☆

FOR the past 52 years in business as a furnisher in West Street, Boston, **F. H. Cheshire,** of 71 Spilsby Road, Boston, will shortly be retiring. The family business of F. H. Cheshire, Ltd., will be continued by his daughters, the **Misses Cheshire,** and by the company secretary, **J. A. Cheshire.** With his retirement, Mr. Cheshire hopes to be able to have a little more time for his hobbies of gardening, shooting and golf.

☆ ☆

CONTROL of soft furnishings, linens, china and glass at William Whiteley, Ltd., has been taken over by **T. H. Breen,** former mens' wear controller.

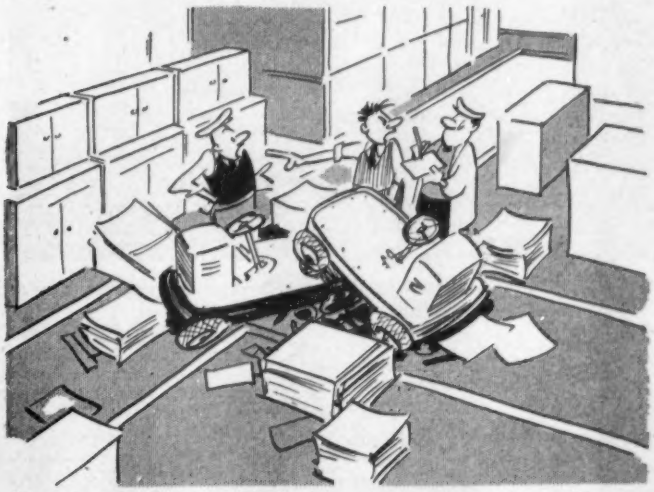
☆ ☆

AS a mark of gratitude for treatment given to his son, following injuries received in a motor accident, **Mark Rowlands,** Leeds furnisher, has presented 250 guineas to Doncaster Infirmary.

☆ ☆

WORD reaches me that **Nelson Newbould,** previously furnishing manager at Plummer Roddis, Ltd., Hastings, has opened a shop at 32 Kings Road, St. Leonards-on-Sea, Sussex, for soft furnishings.

A Smile with Betts



"I was proceeding at a steady two miles an hour when, without any signal whatever, he cut the corner well over the white line!"

Mr. Reginald Pearce, furnishing buyer (left) and Mr. Frank Lousley, carpet buyer, both of Sopers of Harrow, Ltd., as they appeared in "The Doctor Said," a comedy sketch in the store's staff show staged last week.

THE 1954 version of Vereston Vanities, the annual staff show put on by Sopers of Harrow, Ltd., was held in the store restaurant on Tuesday and Wednesday of last week. Titled "Just One of Those Things," this year's 26-act non-stop revue was well supported by **John F. Elkington,** director and secretary, **Reginald Pearce,** furnishing buyer, and **Frank Lousley,** carpet buyer. One of the biggest laughs of the show was provided by Mr. Pearce, acting as a plumber mistaken for a doctor by Mr. Lousley, who played the part of a grief-stricken husband. **J. H. Kempthorne,** general manager, also entertained the audience with an excellent magician's act.

☆ ☆

I HEAR that **Randall Higgins** of Jones & Higgins, Ltd., Peckham, is likely to be the next president of the South London (Retail Drapers and House Furnishers) Amateur Athletic Association. He will be succeeding **Vernon Ely** who, in addition to being president for 1953-54 has also been acting-chairman during the illness of **Arthur Roper** of Pyne Bros., Ltd., New Cross. A presentation of antique photographs was made to Vernon Ely at the annual dinner and dance of the association held last week at Kennards' Restaurant, Croydon. A highlight of the evening was the presence of the famous Bedser twins, and an entertaining speech, replying to the toast "The Visitors" by popular **Alec Bedser,** who commented on the current test matches.

Nomad

NEW FROM THE MANUFACTURERS

A Versatile Trolley

A LEAFLET describing a new trolley, in which they have the sole manufacturing rights, has been issued by M. H. Charing, 62, 64 Columbia Road, Hackney Road, London, E.2.

The trolley which is three tiers with two cutlery drawers can be used as an ironing board, a bed reading table, a writing table, a breakfast-in-bed table, two coffee tables, a bed-writing table, a small trolley, a dice and games table or a bed needlework table.

It was shown recently on Television "Inventor's Club."

New "Cintique" Catalogue

AN illustrated brochure describing their "Cintique" upholstered furniture has been issued by J. Cinnamon, Ltd., Firmback Chair Works, Andrews Road, Cambridge Heath, London, E.8.

The brochure gives full details of the "Firmback" and "Cintique" ranges which have the combination of a new springing technique and Dunlopillo.

All models in the "Cintique" range are matching in design and in this way a variety of combinations and arrangements are available.

Sales Help for Raymar Carpets

PETMAR Industries, Ltd., Batley, Yorkshire, are providing, in connection with their new Raymar rubber-backed Needleloom carpet, a well-organised advertising and sales-help service to retailers, including display outfits, showcards, sample books, brochures and free printing blocks for retailers' local advertising.

Special display service vans are now being put on the road to help not only the movement and erection of shop window display outfits, but also the distribution of sample books, showcards, etc. Petmar's trade promotion manager is Mr. A. H. Evans.

Wrought Iron Fittings

AN attractive illustrated leaflet to the public through normal retail channels has been produced by W. Hooper & Co., Ltd., Woodfield Road Works, Birmingham, 12.

Besides giving a reasonable cross-section of the firm's products, the leaflet illustrates a completely new addition to the range in the shape of hand-wrought iron fittings.

Three New Designs From The West

AMONG new designs for 1954 being offered by Joseph Whiting & Sons, Portland Square, Bristol, are three attractive lounge suites. The "Onslow," has all Latex upholstery on tension springs. The "Norvic" suite also features Latex, with rubberised hair fillings, and heavy rouching. It has a two- or three-seater settee. With the same main features but with shaped backs, are the "New Popular" three-piece suites (the settee of which is pictured above).

The 1954 programme also includes three new designs in showwood suites and four fireside chairs.

New Range Available In Many Coverings

THE "Stratford" suite is one of a completely new range of designs introduced by B. McCartney, Ltd., 63-63a Cordelia Street, Poplar, E.14. They are available in a variety of covers from cotton moquettes to non-crush also latex foam upholstery throughout as an alternative.

The suite was chosen by Regina Fabrics, Ltd., to illustrate their new range of coverings at Earls Court.

The firm have temporarily withdrawn their range of hide suites and are concentrating on moquette and leathercloth suites.

A. Waring, Ltd., Wallis Road, Homerton, London, E.9, are now on the telephone. The number is AMHerst 7256.

The Lanrest company has removed to Phoenix Mills, Piercy Street, Manchester, 4. Telephone, Collyhurst 4221.

RETAIL SELLING PLANS

Featured at recent exhibitions:

Display in Miniature

MANY retailers with limited showroom accommodation and small windows often complain that a number of the more ambitious display schemes are impossible for them to carry out, and that in addition the majority of these cannot even be adapted to suit the restricted size of their own shops.

For this reason, *Furnishing World* reporters have been on the look-out at recent exhibitions for display ideas which are particularly suited to the small shop, and which do not require any scaling-down.

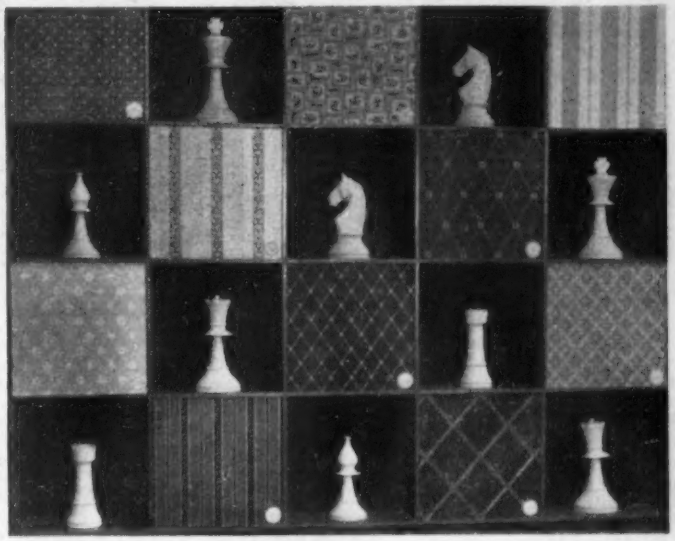
Pictured here are displays by four manufacturers, each scheme being equally suitable for use by the retail side of the trade.

Now on show at the Ideal Home Exhibition, is a striking display of wallpapers, made up as the light squares of a giant chessboard, which is part of the stand of Arthur Sanderson & Sons, Ltd. The black squares are slightly recessed to accommodate large white chessmen. Wallpaper in a variety of designs including lattices, Regency stripes, and modern geometrical-floral patterns, is fixed to alternate squares. Although wallpaper is displayed in this particular case, a scheme of this type is equally applicable to printed or woven fabrics, and has the advantage that it not only attracts immediate attention, but the dark squares of the board contrast effectively with the fabric samples.

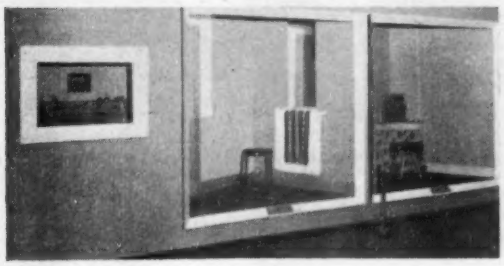
Room-schemes take more space than many retailers can spare. That is why the "impressionist" technique is becoming increasingly popular. Several very good examples of this type of display are featured on the stand of Walpamur, Ltd., at the Ideal Home Exhibition, and from these, two have been selected and are illustrated below. A series of small alcoves along one wall shows a room-corner with one or two pieces of furniture, demonstrating in miniature the right colour-choice for paint, curtain and upholstery fabrics, and floor-coverings. The alcoves are shallow in depth and about three feet wide, and a number can be set up in a small space. At the same time they capture the atmosphere which it is desired to create, by the introduction of one or two accessories blending or contrasting with the furnishings. The examples illustrated here are a bathroom setting with brilliantly coloured towel hanging over a heated rail, and a bright plastic-topped stool; a bedroom with frilled dressing table and stool; a study-corner with New Elizabethan printed curtains, pictures, and long wall-cabinet for books and pottery; and a kitchen

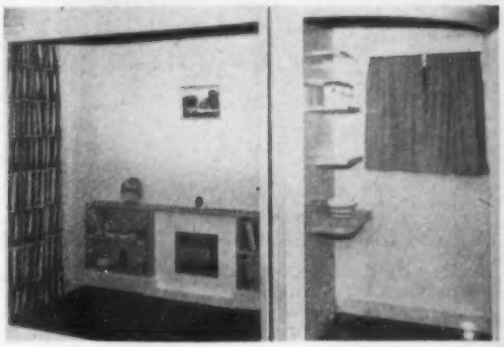
(*Continued overleaf*)

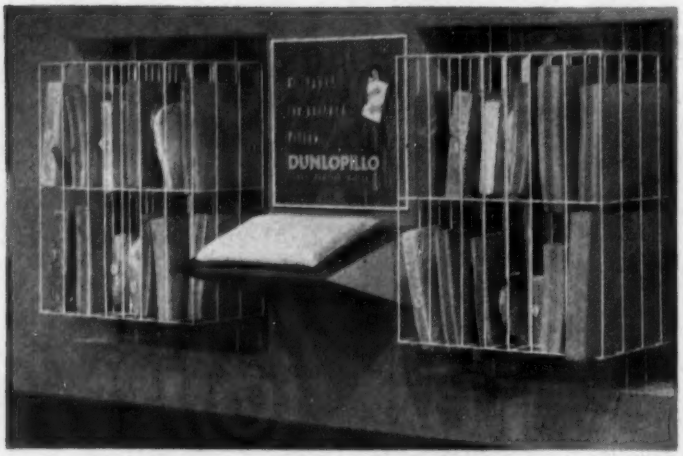
Sanderson's giant board with dark recessed squares containing chessmen, alternating with flush panels featuring modern wallpaper designs.



"Impressionist" displays by Walpamur, Ltd. Below: bathroom and bedroom settings. Right: a study, and a kitchen treated in a similar manner, suggesting complete rooms.







Two projecting racks carry a range of Dunlopillo pillows, and between them is a shelf for a single pillow, displayed in its case.

(from previous page)

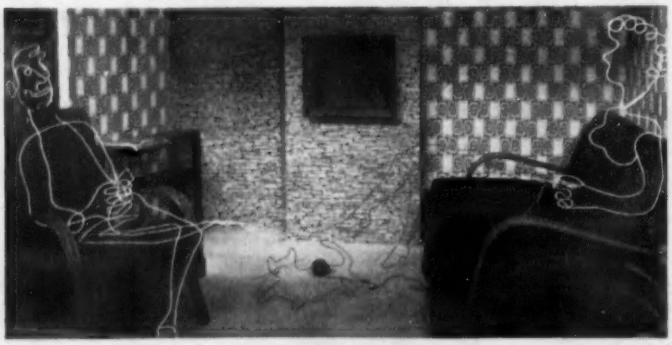
with crisp check curtains, polished floor-covering, and open shelves with gaily coloured food jars and bowls.

Pillow Racks

An interesting way of showing pillows was that used by Dunlopillo, Ltd., at the Furniture Trades Exhibition at Earls Court last month. Open two-tier racks projected from the wall, and carried a range of pillows, and between the racks was a panel advertising Dunlopillo pillows for comfortable sleep. Below this central panel was a shelf on which was placed a single pillow, displayed in a pillow case.

Only three pieces of furniture are shown in this comfort-and-leisure setting by Dreamline, and the idea which spices the display—featured at the Ideal Home Exhibition—is the introduction of wire figures seated in the armchair and on the settee. A husband smoking his pipe, and a wife knitting—while the family cat plays with a ball of wool on the rug between them—are seated each side of a television screen. During the exhibition this screen is being used to show a colour film of Dreamline furniture in production.

These are a few examples of displays which do not require a great deal of space in either window or showroom, and yet which are all certain of attracting plenty of attention from customers. Nor do they require a large outlay of capital, as most of the display material used could be made up by a retail store's own display staff.



Nothing gives that "lived-in" look better than models of the family for whom the furniture is designed. Pictured here is a television scene with husband, wife and their cat, all made of white wire, taking their ease on a Dreamline upholstered suite.

Bristol Co-op.'s Bedding Feature

As part of a bedding sales campaign, Bristol Co-operative Society, Ltd., are staging a special long-term exhibition. A spokesman of the Society told a *Furnishing World* reporter that the show is likely to continue well into the Spring, and even longer if necessary.

A large hall at the central store, Castle Street, Bristol, is being used to present to shoppers a comprehensive display of every type of bedding requirement from divans to pillows and quilts.

Variety of Displays

The main eye-catcher is an arrangement of boards, in the form of an inverted V, down the centre of the hall. About twelve feet high at its peak, this fitting carries a great variety of spring interiors. This centrepiece is supplemented by wall displays, showing mattresses on large "flats" lying against the walls at angles of about 60 degrees from the floor.

The danger of monotony in this form of display has been carefully avoided by staggering the "flats" so that each alternate one stands nearer the wall by a few feet more than its neighbour. The line is broken up still further by the provision of light screens at 90 degrees to the walls, presenting individual bay displays.

Colour contrast is provided by placing mattresses and bedding accessories such as overlays and down quilts to give a variety of hues. There are no full bedroom suites in the show, but a wide range of beds, bed-settees, and bed-chairs is shown.

While the general atmosphere of the show is designedly a restful one, movement has been injected by the use of divanette working models which open and close automatically, and a Dunlopillo corner with moving-hand display.

Lead-ins being used for the bedding exhibition include Press advertising, an exclusive bedding-window next to the main entrance, and dozens of suspended pointer-cards in other departments of the store, directing shoppers to the exhibition entrance.

While all bedding has been cleared out of the main furniture show floor, during the exhibition, the space there is being used for special displays of many types of New Elizabethan furniture. These are proving of great interest to local shoppers.

West End Store Promotes Plastics

THE third floor of Selfridges, Ltd., Oxford St., is at present the scene of a colourful exhibition devoted entirely to "Formica" laminated plastic. The attention of passers-by is attracted by a colour film, on view near the entrance to the exhibition, and inside are shadow-boxes showing the transformation of kitchens by the introduction of this plastic for working surfaces.

Each week while the exhibition continues a Redwing "Formica" table is awarded as a prize to the visitor winning a pattern-judging competition.

Several new pieces of furniture are on display, including a nest of tables in the new wood grain "Formica," Prima Vera and light mahogany "Luxwood." These have been specially made for the exhibition by H. Feldman & Co., Ltd. Also on show is a tea-trolley with wood grain "Formica" top, by J. T. Ellis (Huddersfield), and a suite of nursery furniture with "Formica" tops, from Ducal Woodware, Ltd.

Abbotts' "Average Family" Flats

TWO flats in the new multiple-storey blocks now under construction at Duddeston, Birmingham, have been furnished from stock by Abbotts of Lazells. This is the first outside promotion which this family store has held since the outbreak of war.

The flats, which are part of Birmingham City Council's housing programme, have been furnished to suit an average modern family, both stressing colour in the home and the value of functional equipment. One is furnished at a lower cost, without sacrificing comfort or quality.

Major appliances—cookers, washers and wringers are included in the furnishing schemes, together with bedroom, dining, and lounge furniture. One of the two show flats furnished by the store is shown above.

Fashion and Home

A NUMBER of house furnishers have, from time to time, staged mannequin parades to open a new department or for some other special purpose. In some stores dummy figures are occasionally used for window or showroom displays of furniture, but in general, advantage is not taken of the wide scope which the use of these "props" affords the furnishing displayman. Pictured left are two live mannequins who modelled housecoats at the exhibition "Fashions for You and Your Home" recently staged by Barlow & Jones, Ltd., at Bolton. One wears a housecoat of spotted Osmalane and the other is dressed in an Osman gingham housecoat. Housecoats in fresh, gay colours and designs were a popular feature of the parades which were presented against a "backcloth" made up of a wide range of new furnishing fabrics from this firm. Three of the new fabrics are shown here, left to right: "Horizontal," a modern floral cotton rep, "Achill," a multi-coloured screen print on a heavy cotton rep; a plaque design with leaf motifs set in strong relief against pastel grounds inside panels outlined in black.

Many fashions provide a useful tie-up with furnishing fabrics, and there is plenty of scope for joint promotions between house furnishers and retailers of fashion merchandise, both selling goods designed to appeal to women shoppers.

Fashion-Appeal Ad.

RECOGNITION of the fashion element and "snob appeal" in selling furniture dictated all the 1953 advertisement policy of a New York firm—Jens Risom Design, Inc.—making and selling fine New Elizabethan furniture, individually designed. Figures now published show that through this policy sales rose 20-30 per cent over the previous year.

The advertisement technique, which could be applied just as well by a retail furnisher, was to run a series of photo ads, using a first-rate fashion photographer in place of a furniture specialist—and being prepared to pay a high fee for doing so. No copy was used in the ads, and one short headline with dominant artwork made up the advertisement. Several of the ads showed a single piece of furniture in the company of beautiful models wearing expensive furs. In this way the ads provided prestige appeal, at the same time stressing the elegance and individuality of the furniture likely to appeal to a woman of taste.

SOFT FURNISHING SIDE

Above: dining room setting at the "Colour and Texture" exhibition, at Wylie & Lochhead, Glasgow.

Colour and Texture at Exhibition

AN interesting exhibition, which is to tour retail stores, opened on Tuesday at the Glasgow furnishers, Wylie & Lochhead, Ltd., Buchanan Street. The exhibition, entitled "Colour and Texture," is presented by three independent firms: I. & C. Steele & Co., Ltd., makers of New Elizabethan carpets, Tibor, Ltd., (curtain fabrics and upholstery materials), and Permoglaze, Ltd., (wall finishes). The exhibition is being held in association with the Scottish Committee of the Council of Industrial Design, and the furnishings shown have all been accepted for the Council's "Design Review," the C.o.I.D. illustrated record of good British designs that are in current production.

The exhibition, which will remain at Wylie & Lochhead's until April 10, features seven room-schemes, showing the possibilities of co-ordinating carpets, textures and wall finishes in the modern home.

Two panels giving twelve additional colour schemes introduce the main part of the exhibition, which consists of three sitting rooms, two dining and two bedrooms. All of these demonstrate the exciting use of colour and texture in carpets, wall finishes and in curtains and upholstery fabrics.

The exhibition does not aim at showing set colour schemes, but rather at stimulating new ideas in decoration, and offering suggestions to visitors on how to make the best use of colour and texture in their own homes.

An invitation card sent out in connection with the exhibition effectively uses the theme of colour and texture. The front of the card is divided lengthwise into two: the top being a solid band of red with the word "Colour" printed in white. The lower part is a half-tone reproduction of a textured fabric with the word "Textures" printed across in heavy black italics, set diagonally.

Above: a lounge corner at the exhibition, with marble design carpet. Walls are chartreuse and ceiling moss green "Permoglaze."

Some unusual colour-schemes are featured in the seven furnished rooms. One bedroom, designed for a teenager, has a terra cotta carpet and black-and-oatmeal curtains. The ceiling is in wild rose "Permoglaze" and walls are moonstone grey.

A dining room setting features a cherry red carpet while smoke grey is used for the walls, and pale Pompadour blue for the ceiling. Upholstery for the dining chairs is black and yellow, and curtains are in a natural-colour weave.

A living room corner at the exhibition combines a marble design in black and multi-colours for the carpet with upholstered furniture in persimmon with white and grey spots and a gold metallic yarn. Walls are decorated in chartreuse and the ceiling has a moss green finish. The wall and ceiling colours are linked together by the brilliant lime green shade used for an upholstered couch. A white textured fabric is used for a small stool, and curtains are in natural-colour weave in a simple design.

Another living room is composed mainly of tones of grey, with a focal point of yellow. The mist-grey ceiling and dark battleship grey of one wall lead the eye to the gunmetal grey carpet. The focal point of yellow begins in its palest tone with cowslip walls and then in curtains of lemon "Princess." Contrast is provided by rich green upholstery for another easy chair.

New Elizabethan accessories are included in all the room schemes, to give a realistic "lived-in" look. The modern light fittings in the various settings come from H. C. Hiscock Ltd., and "Tigo" pottery is being shown for the first time at this exhibition.

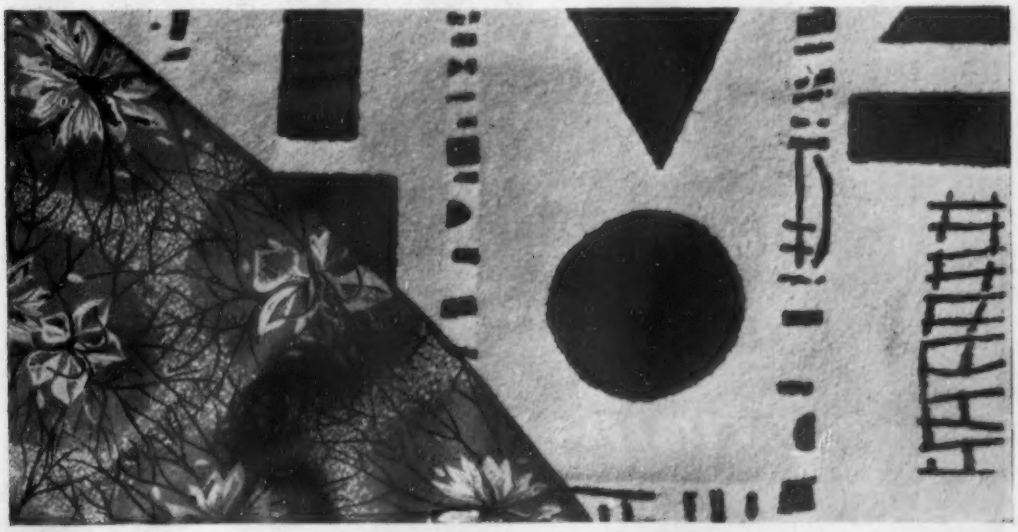
Teenager's bedroom, which gets away from pastel colours. The carpet is terra cotta, and the curtains are black-and-oatmeal "Mexicana" design.

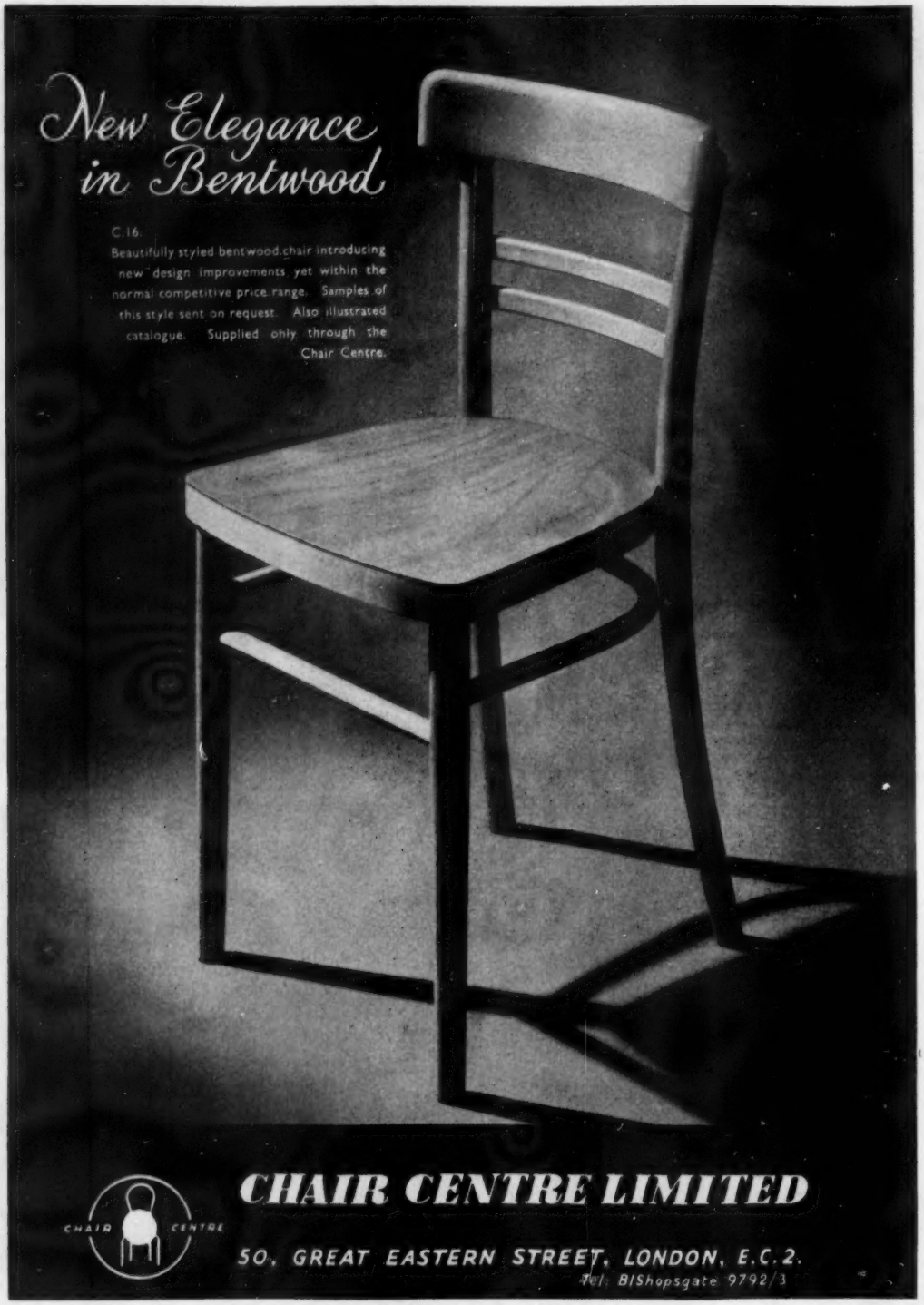
Compelling Print Designs

AMONG the new prints are many compelling designs interpreting themes of the past in the language of the present. Pictured on this page are two printed linens from the "Old Glamis" range which take their inspiration from European history. "Tours," famous French city associated with the historic figure of Charlemagne, is the inspiration for Peter Simpson's arresting design of knights mounted on white chargers, and the Moorish influence so marked in Spanish architecture provides the theme for Mary Oliver's "Granada."

Oriental art with its use of off-key colours and delicate motifs widely spaced on pale backgrounds is the basis of the Terence Conran screen-print included in the new David Whitehead range. In contrast is this firm's Nigella pattern, freshly floral.

Above, left: "Tours" printed linen, by Donald Bros., Ltd. Above, right: another "Old Glamis" printed linen, "Granada" by Mary Oliver. Below left: "Love-in-a-mist" floral print from David Whitehead, Ltd. Below, right: screen-print from David Whitehead, Ltd.

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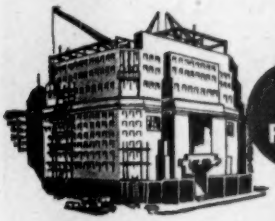

ADVANCE NEWS OF FURNISHING CONTRACTS

Nation-Wide Furnishing Chances

BLACKPOOL. Corporation Watch Committee has approved a proposal of Associated British Cinemas Ltd. for the carrying out of alterations to the Hippodrome Cinema.

BRITAIN. British Broadcasting Corporation is to establish six new television stations. One station will serve East Anglia. The others will be sited at Dover, Inverness, Londonderry, Towyn and Carlisle. A temporary station is to be erected near Norwich.

HARTFORD (Ches). Erection of headquarters at Bradburn's Lane, Hartford, is proposed by the British Legion, and work will begin early this year.

BARROW-IN-FURNESS. Plans submitted: Alterations at "Monks Croft," Abbey Road, to form preliminary training school for Barrow Hospital Management Committee.

ALDRIDGE (Staffs). A plan will be prepared by the U.D.C. for erection of a public hall at a new road proposed between Rookery Lane and the Council House.

LONDON. L. O. L. Hannen and J. H. Markham, 7 Victoria Street, London, S.W.1, are the architects for the new offices proposed at Fetter Lane, London, E.C.4, by Monotype Corporation Ltd. The cost is estimated at £150,000

A new air terminal to serve several air-lines is proposed in Bayswater. Plans provide for a four-storey building to cost £250,000, to be erected at the rear of the store of William Whiteley, Ltd., Queensway, Bayswater, W. Negotiations are proceeding between International Air Travel, a new company, and Whiteley's. Reception departments would be on the first floor, served by a spiral ramp. Other parts of the building would be allocated to waiting rooms, offices and catering. The consulting engineers are Messrs. C. W. Glover & Partners, 54 Victoria Street, Westminster, S.W.1 Work on the new building should begin in June next, and be completed 12 months later.

LONDON. Easton & Robertson, 53 Bedford Square, London, W.C.1, are the architects for the offices proposed at Cannon Street, E.C.4, by Salter's Company.

SWANSEA. Corporation recommended to grant a lease of a site at The Kingsway, for erection of a public house by Truman, Hanbury, Buxton and Co., Ltd., brewers, Wassall Square, Swansea.

DURHAM. The architects for additions proposed at Finchale Abbey Training Centre, Framwellgate Moor, are S. W. Milburn and Partners, 9 Esplanade, Sunderland.

£100,000 FOR OFFICES

EDINBURGH. Dean of Guild Court has approved plans for new offices to be erected at the junction of George Street and Frederick Street, for the Sun Insurance Office, Ltd. The cost is expected to be £100,000, and a warrant for its erection has been granted. The architect is Mr. T. Waller Marwick, 7 St. Colme Street, Edinburgh.

FELPHAM (Sussex). A licence has been issued by the Ministry for erection of a village hall, for which the architect is E. Bryan Tyler, Prior House, Westgate, Chichester.

GLASGOW. Clyde Navigation Trust is considering a plan to modernise part of the Broomielaw, Glasgow, and provide a new luxury passenger terminal for the Belfast boat service. It is understood that the proposal is for a modern two-storey building, with waiting rooms.

NORTHWICH (Ches). The U.D.C. has under consideration the taking over of the State Theatre from the Victory Memorial Fund Committee and carrying out completion, at a cost of about £20,000.

CARLISLE. The City Engineer (L. J. A. Stow), has prepared a £45,000 scheme for the provision of an assembly hall in the Covered Market for the City Council.

ST. HELENS (Lancs). Extension of Boarbank Hall will be carried out for the Boarbank Association, at a cost of about £30,000.

CAMBRIDGE. H. C. Hughes and Bicknell, Tunwell Court, Trumpingston Street, Cambridge, are recommended to East Anglian Regional Hospital Board as the architects for adaptations to form accommodation for further ward and occupational therapy at Fulbourn Hospital.

HOLT (Norfolk). T. Pank and Partners, 15 The Close, Norwich, are recommended to the East Anglian Regional Hospital Board as the quantity surveyors for chalet replacement works at Kelling Sanatorium.

LEEDS. The T.C.'s quantity surveyor for the proposed Elmet residential school and adaptation of the Little Theatre at Cookridge Street is Rex Proster, 15 Blenheim Terrace, Leeds.

SOUTH SHIELDS. Erection of a community centre at Boldon Lane, to include a community hall, child welfare clinic, maternity and dental clinic, branch library, etc., is proposed by the T.C. at a cost of about £32,500.

WALSALL (Staffs). Provisional T.C. approval is recommended for erection of an aged persons' home at Mossley estate, to cost £51,350.

WARRINGTON. The B.C. has been awarded approval for proposed aged persons' home at Orford, to cost £37,256.

BARNSLEY. W. J. Wallace and Son, 1-3 Eberle Street, Liverpool, are the consulting engineers for reinstatement works at Mount Vernon Hospital, proposed by Sheffield Regional Hospital Board.

COLCHESTER. Colchester Group Hospital propose erection of a recreation hall at Black Notley Hospital, to plans by the Group Engineer, 14 Pope's Lane, Colchester.

CHESTERFIELD. Alterations and additions at Eastwood Medical Unit, Royal Hospital, for Sheffield Regional Hospital Board. £13,604.

DURHAM. The C.C. is considering the provision of a nursery school, health centre, clinic and boarding school for the physically handicapped at Dryburn. The County Architect is G. R. Clayton, Court Lane, Durham.

GLASGOW. Corporation Planning Committee is to raise no objection to a proposal by the Western Regional Hospital Board to erect an extension to the Homeopathic Hospital, Great Western Road.

LUTON. T.C. is to sell to the Bedfordshire C.C. land at Whipperley Ring for the erection of a health centre.

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MANUFACTURING TECHNIQUES AND IDEAS

Remploy Tell F.W.

"We Are Not Undercutting"

Firm's Aim is to Find Work for Severely Disabled

SINCE Remploy, Ltd., was admitted to membership of the B.F.M. last year, the furnishing trade's antipathy to the organisation has shown a marked diminution. It has not yet entirely disappeared, however.

When the reasons for that antipathy were examined, it boiled down to a widespread fear that a Government-sponsored organisation was undercutting legitimate manufacturers. But the B.F.M. has not found it necessary to pass on a single complaint on this score.

That Remploy is competing with the normal trade is true. It is a fact, too, that it makes a loss, which is made up from public funds. A better understanding of its position, however, should follow from a more thorough appreciation of what Remploy is and does.

Remploy produces not for profit or the consumer, but to provide guaranteed employment for its workers. These are the severely disabled persons listed in Section II of the Labour Ministry's Register.

Section I of the Register covers the less severely handicapped workers who are absorbed into industry under the 3 per cent quota system. Section II covers those who require special conditions of employment.

Even at its present capacity, operating in ten industries with 90 factories, Remploy's 6,300 employees represent only two-thirds of the employable people in Section II. Absorption of the remaining third is a perpetual headache.

One thing is obvious. These workers are quite unable to compete in the labour market with fit workers, yet they must receive a living income. They are bound to be a charge on the community. In hard figures, it would cost the country almost as much to keep them idle—in distressing poverty—as to subsidise their work, and there would be no production to show for it.

Even more important is the psychological uplift which employment gives to a disabled man—and his family.

Factories for this purpose must be placed where the disabled can reach them, so there can be no such economy as centralisation. Again, as the worker's output is rarely more than about 40 per cent of that of a skilled, able-bodied worker their labour is costly. It follows, too, that machine costs are high, as the plant cannot by any means be run at full capacity.

Welding a tubular steel chair at the Merthyr Remploy factory. This factory is engaged on light engineering, principally producing tubular steel furniture.

Sales would be impossible at prices which would cover costs. And without sales there could be no question of guaranteed employment. In price, therefore, Remploy products must enter the competitive market.

For this reason the organisation is divided into production and sales sides. Profit from the latter goes to reduce the deficit on production, and thus diminish the call on the Treasury.

When a new line is contemplated it is first produced in the prototype shop by fit labour—the organisation is permitted a total of no more than 15 per cent fit persons on production, including working chargehands—and the job costed by experts drawn from outside industry. Production costs, therefore, are assessed as though normal competitive methods were in operation.

The sales side in effect buys the products and distributes them more or less in the customary way, showing a normal profit on its transactions.

Prices are fixed according to market prices of the particular class of commodity. They must not be too high, or the products will not

(continued on page 55)

The Barking factory makes chiefly laminated furniture for schools. The two disabled workers pictured here are sanding chair legs. It is noteworthy that disablement is usually not apparent at sight.

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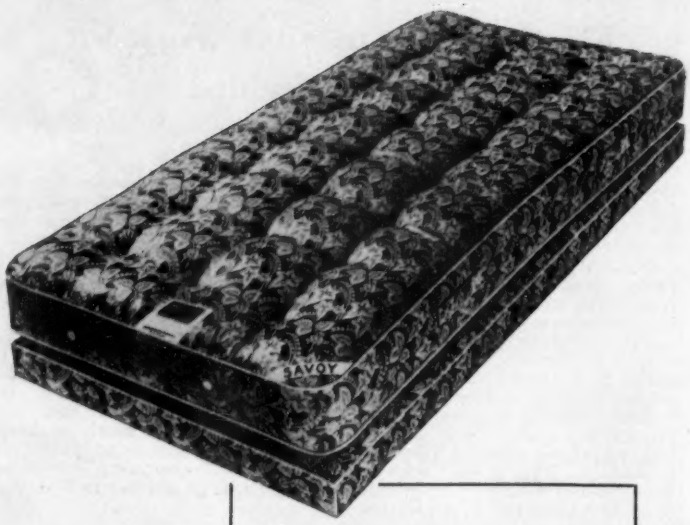

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that makes Sales . . .

Everything else being equal it's SERVICE that counts in making your Bedding department show a worth-while profit. Weekly calls by representatives, prompt and careful attention to enquiries and orders—and 7-DAY DELIVERY (or less in many cases) makes SILENTNIGHT a very attractive proposition. You can have absolute confidence in selling SILENTNIGHT mattresses to any customer—backed by BSI Standards, Good Housekeeping Seal of Merit and 10 years' written Guarantee. The SERVICE behind SILENTNIGHT makes absolutely sure that you convert every enquiry into an order and every buyer into a satisfied permanent customer.

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This Competition Is Not Unfair, Remploy Claim

(*continued from page* 53)

sell. Undercutting would reduce the profit and start full-scale investigations as to why the Treasury's support had to be increased. With a loss on every item, there is no incentive to undercut.

In fact, all the sales organisers are drawn from the trades concerned and have no difficulty in fixing the prices at current rates.

One fact has been recognised: sentiment will not gain repeat orders, as final sales are made to the public. No one is going to fill his warehouses with products he cannot sell. So value for price must be as good as the average.

As a matter of policy, workers are trained to produce articles of as high a standard as in the outside trade. It will be appreciated that handicapped workers might only too easily fall back on a lower standard requiring less effort if this policy were not maintained.

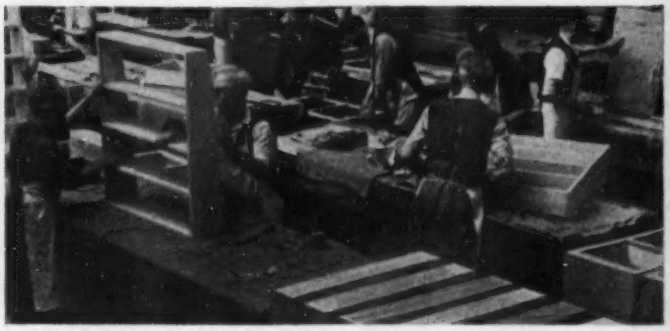
"As Good, But No Better"

The effect is that they claim to produce goods, whether furniture, surgical appliances, knitwear, brushes or leatherwork, to name but a few, which are as good as, but not better than the outside products, and which are neither cheaper nor dearer.

Actual competition by this organisation is not very large, representing probably less than 1 per cent of the trade. One of the points considered when a company opens a factory, indeed, is the need to avoid embarrassing unduly any particular section of industry.

The directors aim to take their place among other manufacturers in whatever trade they enter, and join all the appropriate organisations. It is the best guarantee of goodwill they can give to their competitors, and this policy has done much to set at rest the early fears of sheltered, unfair competition.

The company is anxious to expand, it cannot be denied, but we understand there is little likelihood of much further expansion in the furniture trade. And the objective is a limited one: to absorb that other third of severely disabled people who are at present unfortunately being kept in soul-destroying idleness at public expense.



Many of the Welshmen employed by Remploy are disabled miners. At Tonyrefail factory, pictured here, they turn out kitchen furniture.

These Remploy workers are assembling camp beds in the Bridgend factory, which now makes dining suites, kitchen tables and general woodwork.

How British Furniture Makers Are Stepping-up Production—8

WITH a very stable labour force of 280, **Shapland and Petter, Ltd.**, of Barnstaple, Devon, produce a wide range of furniture and joinery. They benefited from the war-time Government aid scheme, bringing their kilns—installed in 1889—up to date. This ensured a constant supply of seasoned wood, a former headache.

Since the war they have paid special attention to handling methods. Where possible mechanical handling aids have been installed, including types of industrial trucks, now available in wide variety.

The use of portable hand tools has been greatly increased. By using resin glues, speeding up such processes as veneering and sanding, total production time has been lessened.

The company gain from being situated in a comparatively non-industrial area. They encourage the participation of workers in the firm's activities. Among other things a wide range of books on furniture is available to operatives. Articles extracted from periodicals are circulated to the specialists concerned.

Since 1888 they have had indentured apprentices in cabinet making, polishing, and woodworking machinery, assuring a continuing supply of trained craftsmen.

This series spotlights action taken by manufacturers to increase efficiency in production. Details are condensed from the British Productivity Council's "Review of Productivity in the Furniture Industry."

It'll pay you to

Support this Revolution

There's a revolution afoot, and it can be right up your street if you stock some of the new furniture with WARERITE Surfaces. Housewives have been impressed with the idea put over in powerful full colour advertisements in National magazines that they should 'revolt' against drudgery by insisting on WARERITE-bright furniture. There's sense behind the scheme because the trend today *is* for new colourful materials combined with traditional grace, and furniture made with WARERITE Plastics is just this. There will be mutinous women on the hunt for WARERITE-bright surfaces. It will pay you to support the revolution!

This is one of the full colour advertisements now appearing in such journals as 'Good Housekeeping' 'Ideal Home' etc.

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Write for showcards, literature and names of furniture manufacturers who fit WARERITE surfaces

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W139

Small Firms CAN Install A Standard Costs System

THE belief held by a large number of company executives that a system of standard costing cannot be successfully operated in a small company often has its origin in the thought that what is successful in a large mass-producing company cannot possibly be suitable for the small company.

Whether the company is large or small, the fundamental problems encountered in its efficient running are the same.

Though a company's existence is dependent on its ability to operate at a profit, it does not necessarily follow that because a company is making a profit it is operating efficiently.

To operate efficiently a company must have a measure of control over all aspects of expense incurred in the operating of a business.

The only instrument that can progressively measure the efficiency of a company and provide the necessary information to enable management to function efficiently is a system of standard costing.

Detailed Knowledge Needed

A pre-requisite is the knowledge of the company's capabilities, not only in a broad sense but in minute detail.

It is necessary to know the speed, feed and type of operation that can be performed on each machine, to establish the time required to perform any given amount of work. The class of labour required, and the cost of that class of labour to perform the specific operation, must also be established.

With this tabulated information, the direct labour cost of any operation can be established, and the time standards also form the basis whereby all other expenses directly or indirectly related to the operation can be allocated.

To allocate expenses of an indirect nature to the various machines or groups of similar machines, it is necessary to establish a utilisation factor of the capacity of the plant. On this factor the allocation of indirect expenses is absorbed.

In general a company must absorb all its indirect expenses and overhead expenses on a percentage of its capacity. This is normally in the region of 80 per cent, but some machines will have as low a utilisation factor as 15 per cent of their capacity.

Expenses directly or indirectly related to an operation or job of work fall into two categories: those incurred in a general sense and those capable of allocation direct to the machines performing the operation.

All are treated on their merits and the allocation to the various machines made according to their call on such expenses. Certain expenses obviously can be treated with a great degree of accuracy, but others must by their nature be a matter of judgment in the allocation.

Accuracy and Order

To achieve the greatest degree of efficiency in the operating of standard costs, it is essential that the standards applying to the performance or cost of the performance be compiled on accurate information, and the application of the system be made in correct sequence.

Before proceeding to install the system, a company must have a plan which is based on the achievement of a pre-determined objective.

First stage in the introduction of a system is to establish clearly the constitution of a department. The next is to establish cost centres within the department, such as groups of similar machines with similar costs per man hour and per machine hour.

The machines available in the different cost centres may vary in number, and even where the plant is well balanced the percentage of time that the individual machines can be used to full capacity differs. It is necessary, therefore, to treat each machine group of identical machines as a separate entity in budgeting for production within the department.

When considering the production budget for a cost centre, it would be prudent to take only 80 per cent of the day work capacity as the normal budget, to allow for setting-up time and other necessary breaks in

(*continued on page* 59)

MR. H. G. HOUGHTON

Managing Director of Engineering and Lighting Equipment Co., Ltd., was among the lecturers at the Conference for Small Firms this month at Ashorne Hill, near Leamington Spa, organised jointly by the British Institute of Management, N.U.M. Midland Region, Institute of Industrial Administration (Birmingham Branch) and the F.B.I. His paper on "Standard Costing over a Wide Range of Products" contained much vital information which would be of use to the smaller furnishing manufacturers. This article is a digest of those points which are of particular interest for them.

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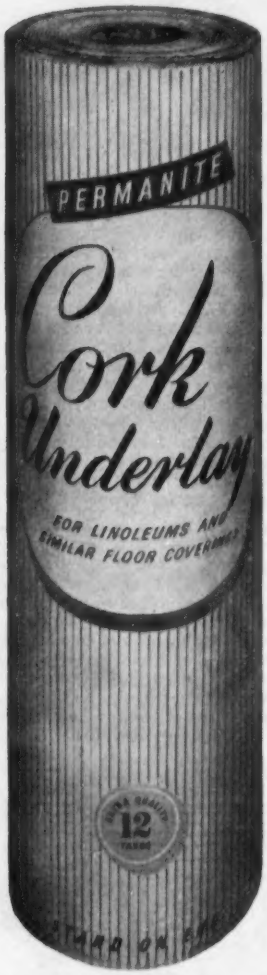

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HARDWOOD MARKET

By Quercus

Buying Delayed by Cabinet Trade

THE position in the furniture industry is causing some dislocation of business in the hardwood trade. Most importers planned their programme on the assumption that the cabinet trade would be ready with their buying schedules shortly after the Furniture Exhibition. So far, judging from the volume of demand from the furniture industry, this has not happened, but these schedules cannot be delayed much longer if the manufacturers are to maintain production.

* * *

Coupled with the prevailing uncertainty over the possible volume of enquiry from the furniture trade is the obscure position in the hardwood forward market. It is impossible at present to forecast what is likely to happen during the next few weeks. Several factors have combined to induce this state of affairs. Firstly, the trade was still, at the time of writing, awaiting definite news about the possible removal of restrictions on the purchasing of American and Canadian hardwoods. There has also been a prolonged depression in the prices being asked by shippers for several of the Far Eastern hardwoods, notably ramin, and importers are reluctant to place substantial contracts until they are sure the bottom of that market, as far as prices are concerned, has been reached. On the other hand, against this price depression in the Far East there has started a price spiral for hardwoods from the Continent.

* * *

There was a fairly satisfactory response to the tendering, recently completed, for the remaining balances of the hardwood National stock. This tendering was open not only to the hardwood trade but to "anybody interested." It is believed, however, that there still remains a quantity of material for which the authorities would not accept tenders.

* * *

There is little fresh to report in the plywood trade. As prophesied, the temporary withdrawal of the Russians from the U.K. market has resulted in a marked stiffening of prices from other areas.

Costing For Small Firms

(*continued from page 57*)

continuity of operation. This would be expressed in "standard hours"—a standard hour representing the quantity of work that should be performed in one clock hour by one machine.

Having established the standard hours budgets for all cost centres in the departments, the sum of the standard hours for all cost centres is known as the normal or standard activity for the department. The next step is to compile cost budgets and relate them to the activity of the department or cost centre.

Departmental costs comprise direct labour, departmental expenses and general works expenses. The direct labour cost per standard hour is the budgeted cost of the personnel employed divided by the number of standard hours budgeted for in the cost centre.

Departmental expenses are those incurred in the department, within the control of the departmental executive. They consist of setting-up maintenance and machines, tools, consumable stores, shop, service, labour, national security, insurances, etc., and are budgeted for and allocated to the various cost centres on the basis of the requirements necessary to maintain the budgeted level of activity.

Works Expenses

General works expenses are those incurred by departments not directly engaged in producing, also such expenses as rents, rates and taxes. They consist of management expenses, cost of operating production control, drawing office, time study, buying, accounts, insurances, trade subscriptions, gas, water, coal, electricity, depreciation of plant, machinery, building, etc., and are budgeted for and allocated firstly to the departments and then through the departments to cost centres, on the basis of the requirements necessary to maintain the budgeted level of activity.

These expense rates per standard hour are the budgeted costs divided by the number of standard hours budgeted for in the cost centre or departmental activity.

Once the budgeting of the departmental activity has been completed it is possible to apply this part of the system immediately, without detriment to any part of the existing system.

Gradual change-over from one system to another enables the management to make what slight adjustments may be desired in their budgets as the change goes on, thereby ensuring a basis of accuracy for the complete system before it is finally installed.

During the operational trial period of the control of the productive part of the system all necessary adjustments are made, and further investigation is possible before establishing the budget of departmental expenses. On the completion of the departmental expenses, this part can be grafted on to the direct labour productive portion which will have been operating for two or three four-weekly periods.

A further trial period of the now complete departmental budget allows extra time for analysis before finally budgeting for the general works' expenses.

Accurate Forecasting

On the completion of all three stages, the departmental costing rate, together with the individual cost centre rates, are finally established. The company is now in a position to pre-determine the operating cost of all aspects of the business and to forecast accurately the real profitability of the company at all levels of activity.

With the information available, the management is provided with an instrument with which it can measure the efficiency of all aspects of the business. It has a clear-cut picture of the cost of each element of expense by reason of the fact that the standards compiled represent an efficient measure of performance, cost of performance and the relative and necessary cost of other ancillary services, each one clearly defined in itself.

The information provides the means of regulating all necessary ancillary expenses in relation to the company's activity and, in addition, provides the basis whereby a company can develop not only its product design, but also its method of manufacture, utilisation of material, even the development of its service, building, lighting and method of power supply.

With the accurate knowledge provided by a system of standard costs, it is possible to plan for expansion knowing that the rate of expenditure necessary is controlled within the limits of the expansion.

The mass production of furniture calls for consistency in the timber used — and for consistency there is nothing to better WEYROC. The advantages arising from its use lead to a reduction in costs at every stage of production.

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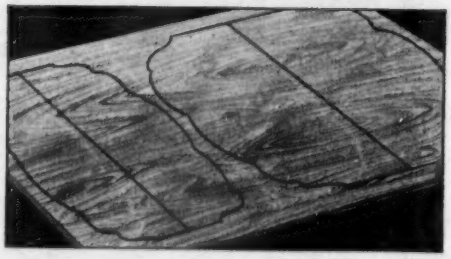
because the Weyroc sheet size allows the cutting of large components in a single piece.



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Trading Results

T. R. Roberts' Profit Down

CONSOLIDATED profit of **T. R. Roberts, Ltd.**, for the year to January 31 (356 days) is down to £13,198 from the previous year's £25,042. Net profit is £5,495 (£8,574), tax £5,719 (£11,706). Ordinary dividend is halved at 5 per cent.

Recovery by Gorringe

With a net profit of £50,267 (£37,545), **Frederick Gorringe, Ltd.**, are restoring the dividend rate to 12½ per cent, with a final recommendation of 9½ per cent. For the year to January 31, 1953, there was a single payment of 10 per cent.

Times Furnishing Progress

Profit for 1953 of **Times Furnishing (Holdings), Ltd.** before taxation, is £788,137 (£704,759). Final dividend of 15 per cent makes a total for 1953 of 25 per cent, as for 1952, but on capital increased by a 1-for-11 scrip issue.

Net Profit Up 25 per cent.

For the year to February 13 net profit of **Bourne & Hollingsworth (Holdings), Ltd.**, increased from £81,916 to £104,678. Before tax of £97,435 (£119,251) group trading profit was £202,113 (£201,167). Dividend on the £600,000 Ordinary shares is the same at 10 per cent.

Less for J. R. Roberts

For the year to January 31 (356 days) trading profit of **J. R. Roberts Stores, Ltd.**, are £32,325 (£36,907). After deductions, including tax £15,650 (£15,700), net profit is £14,821 (£15,961). The Stratford store has since been sold by Hide & Co., Ltd., the parent company, to London Co-operative Society, Ltd.

Rylands' Recovery

Profit of £181,437 of **Rylands & Sons, Ltd.**, for the year to January 19 shows a substantial recovery from last year's loss of £92,030. Net profit, after deducting tax of £79,412 (£32,000) and adding interest on war damage claim £16,640 (nil), is £118,665 (£81,240). There is no "tax and deferred repairs provision unrequired," against £42,790 last year. No Ordinary dividend is recommended, against 5 per cent.

Wright Bros' £4,133

Trading profit of **Wright Bros., Ltd.** (subsidiary of Hide & Co., Ltd.), for the year to January 31 (365 days) is £14,693 (£10,911). Net profit is £4,133 (£4,863) after addition of other income, and deductions including tax of £5,540 (£6,190). Ordinary dividend is the same at 5 per cent.

From Loss to Profit

Trading profit of £58,987 by **Spencer Turner and Boldero, Ltd.**, for the year to January 15 compares with a loss of £20,861 for 1952. Net profit is £30,312 (loss of £35,455) after charging tax of £31,582 (£14,595). Dividend is resumed with a recommendation of 5 per cent.

J. Berry Reduction

Net profit of **J. Berry and Sons, Ltd.**, for 1953 is £11,269 (£17,302) after tax of £18,417 (£21,998). Final dividend at 10 per cent (15 per cent) makes a total of 15 (22½) per cent.

Profit Up £20,000

For the year to January 15, **Crowe & Co., Ltd.**, trading profit is £57,644 (£38,239) and balance £44,959 (£26,018), subject to tax of £25,829 (£17,350). E.P.T. refund transferred to capital reserve £11,645 (nil); to reserve £15,000 (nil).

Increases of Capital

R. & W. Kift, Ltd., general furnishers, etc., 211 Church Road, Bristol, 5.—Increased by £6,500, in £1 shares, beyond the registered capital of £3,500.

B. & I. Nathan, Ltd., furniture manufacturers, etc., Angel Road, Edmonton, N.18. — Increased by £30,000, in £1 Ordinary shares, beyond the registered capital of £60,000.

The Gazette

THE BANKRUPTCY ACTS 1914 and 1926

Bankruptcy Proceedings

James **Rigby**, Three Crown's Yard, Standishgate, Wigan, french polisher. Receiving Order and Order of Adjudication March 9.

Victor **Witkowski**, 119 Burnt Ash Lane, Bromley, Kent, upholsterer. Public examination May 20, at The County Court, Scarbrook Road, Croydon.

COMPANIES WINDING-UP

Stifman Furniture, Ltd., 3 Broad Street Buildings, Liverpool Street, London, E.C.2, furniture manufacturers.

The first meeting of creditors of the above was held on March 17 under a winding-up order made against the company on February 15, at which date the directors were Mr. Solly Stifman and Mr. Arthur Henry Aubert.

The Official Receiver said that the company was formed in April, 1949, as Fass & Stifman, Ltd., which name was changed to its present style in February, 1951. The nominal and issued capital was £1,200.

The company was incorporated to take over a furniture manufacturing business carried on from 13-14 Davies Buildings, Cheshire Street, E.1. It appears the company manufactured secretaires, and in addition made bed-side cabinets and machined parts for another concern. It was understood that about September, 1950, business was almost at a standstill, and it was decided to switch over to the production of clock cabinets.

Trading ceased about April, 1951,

(*continued over page*)

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COMPANIES WINDING-UP

(from previous page)

when a third party started trading under his own name at the company premises.

One cause of the failure of the company was said to be lack of working capital.

No statement of affairs had been filed but proofs of debt had been lodged by creditors for £811 2s. 7d.

No resolution was passed and the matter was left in the hands of the Official Receiver as liquidator.

L. Wolberg, Ltd., 65-69 East Road, City Road, London, N.1, cabinet manufacturers.

When the first meeting of creditors of the above was held on March 16 it was stated that the present position of the company had been brought about entirely by disputes between the directors.

No statement of affairs had been filed but according to the Official Receiver's present information the unsecured liabilities amounted to £16,612. In addition there were preferential claims of £2,552. The assets had been valued at £36,991 which would show a surplus to creditors of £17,827.

In his report the Official Receiver said that the company was formed in April, 1924, with a nominal capital of £3,000, of which £1,604 had been issued. The present directors were Mrs. Rita Reiss and Mr. Walter Wolberg.

Mr. Wolberg had said that the company was at first financed by a former director who lent £1,500 on the security of a debenture and who also made unsecured loans. He had further said that the company continued to trade successfully under the control of another director, Mr. Lewis Wolberg, until his death in 1944. After October, 1953, disputes were said to have arisen between the two remaining directors, primarily over family matters, and according to Mrs. Reiss they were faced with an impasse which could not be overcome.

On January 15 last she presented the petition for winding-up. Mr. Wolberg opposed the petition but the winding-up order was made by the court on February 22.

The matter was left in the hands of the Official Receiver as liquidator.

COUNTY COURT JUDGMENTS

The following information has been taken from the Registry of County Court Judgments, the Treasury, S.W.1. Publication does not imply inability to pay. Debts may have been paid, or may refer to disputed cases.

Miller, George, 102 Herne Hill Road, London, S.E.14, wholesale and retail rug and carpet merchant. £41 11s. February 10.

Donnelly, John William Anthony (t/a Nora Bedding Co.), 272 Uxbridge Road, W.12. £10 12s. 9d. January 25.

Newman, Israel, 178 North Street, Leeds, 7, upholsterer. £24 8s. 4d. February 18.

Stockroom Dates

HEATHERDOWN PRODUCTS, March 29 to April 2 at Royal Turks Head Hotel, **NEWCASTLE-ON-TYNE.**

WILLIAM LAWRENCE & CO., LTD., March 29 to April 2 at Y.M.C.A., Constitution Road, **DUNDEE.** Mr. P. Johnston in attendance.

Changes of Name

John Kay Furniture Co., Ltd., Balfour House, Finsbury Pavement, E.C.2. Name changed to Litaweave Products, Ltd., on January 18, 1954.

Refillia Mailing Co., Ltd., furniture manufacturers and merchants, etc., Virginia Park, Caerphilly, Glam. Name changed to Colmet Hardware, Ltd., on January 14, 1954.

The "ARGYLL" 3-piece suite.
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Diary Dates

March 31. Spring Frolic arranged by Leeds, Bradford and District Area F.T.B.A. at Astoria Ballroom, Leeds. Tickets 5s. from Henry J. Sutcliffe, Victoria Furnishing Co., Ltd., 7, 9, 11 Cross Arcade, King Edward Street, Briggate, Leeds.

April 7.—Annual dance of Newcastle-on-Tyne and Northern Area F.T.B.A., at Old Assembly Rooms, Newcastle-on-Tyne; in conjunction with North-East Furnishing Employers' Federation dinner.

April 13.—Annual General Meeting and Luncheon of L.F.M.

April 23 to 25.—Annual Conference of Scottish House Furnishers' Federation at Hydro, Dunblane.

April 25 to 27.—Annual Conference of Association of Master Upholsterers at Ettington Hotel, Stratford-on-Avon.

April 29 to May 3.—Annual Convention of National Bedding Federation at Torquay.

April 30. Annual dinner of High Wycombe Furniture Manufacturers' Society at Red Lion Hotel, High Wycombe, at 6.15 p.m.

May 3 to 14. British Industries Fair in London and Birmingham.

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9547.—Booklet illustrating pelmets and draperies.
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9549.—"Fleetway" table-top wringer.
9550.—Dry cleaning fluid for upholstery.
9551.—Mahogany oval table with centre-piece to lift out.
*9552.—"Gloria" reproduction table.
9553.—Heat-proof table mats.
9554.—Address of Kleinert Rubber Co.
9555.—"Bodyline" furniture.
9556.—"Analoom" carpets.
9557.—Address of Rentokil, Ltd.
9558.—"G-plan" furniture.

* Means unanswered. Can any reader help?

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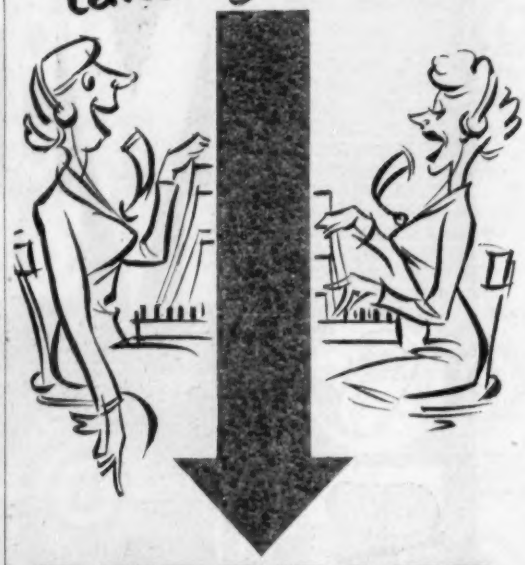

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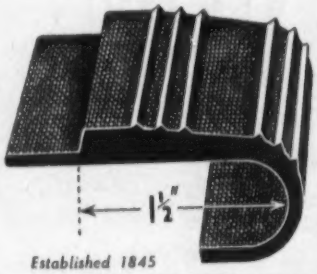

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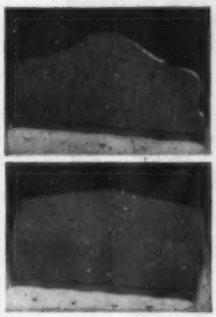

Your customers look closely at headboard designs when it comes to matching the bed to their own bedroom furniture. With the new Vono range, you can be sure of matching almost any furnishing style . . . with a first class headboard, sturdily made from the finest seasoned timbers. The range includes the exclusive "tilt-back" headboard for contemporary style Vono beds.

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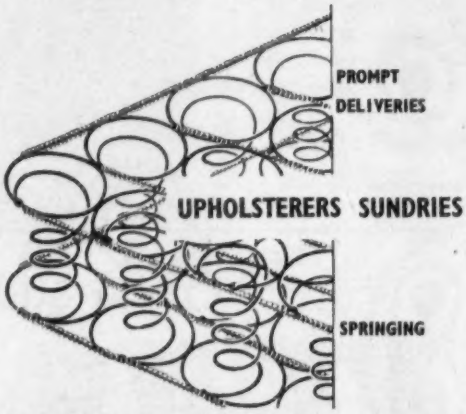

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CLASSIFIED ADVERTISEMENTS CONTINUED ON PAGE 70

CLASSIFIED ADVERTISEMENTS CONTINUED FROM PAGE 69

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EXPANSION OF BUSINESS enables advertiser to open new trade accounts in Leeds area for all types of upholstery work including repairs.—Advertiser, 13 Cambridge Terrace, Chapeltown Road, Leeds. 7.

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LARGE OR SMALL chain of shops required suitable for the sale of furniture and radios, etc.; also interested in single units, situated in main thoroughfares in busy industrial districts or towns throughout the country; would consider long leases or purchase of property.—Details to Box No. 9108 Furnishing World 180 Fleet St. E.C.4.

PREMISES AVAILABLE

BRIGHTON. SHOPS AVAILABLE ON LEASE. (CLOSE CLOCK TOWER.) Excellent multiple busy position (first-class tenants).—Particulars and rent on request, B. JACKSON & CO., IMPERIAL ARCADE, BRIGHTON. Tel: 26039.

FACTORY FOR SALE

For Immediate Disposal:
Fully Equipped
MODERN WOODWORKING FACTORY
for sale in South Wales, 20 miles from Cardiff.

Property comprises single-storey new building covering an area of approx. 36,000 sq. ft. including excellent Office accommodation and Canteen with all modern facilities on a site of 4 acres with 6,000 sq. ft. of under-cover TIMBER STORAGE.

The entire plant ready for immediate production. Fully trained Managerial Staff and labour is available in the vicinity.

For full particulars write Box 9197 Furnishing World 180 Fleet St. E.C.4.

BUSINESS OPPORTUNITIES

PROSPEROUS Furnishing Business, main road, busy industrial Lancs town. Overwhelming orders. Wireless, television, electric washers and drapery not yet handled, although many requests for same. Good clients with approx. £6,000 out in H.P. Own premises with adjoining properties. Because of high taxation and duties owner now willing to do all new trade on wage and commission for any firm interested. Alternatively, will sell for fair price. Stock, goodwill, book debts; owner staying on in working capacity on wage and commission. Property clear at 20s. rent weekly, or open to offer. Owner is not making this offer for lack of capital but to lessen responsibility.—Box No. 9196 Furnishing World 180 Fleet St. E.C.4.

SOUTH WALES Factor urgently requires the co-operation and services of reliable trade veneerers to execute orders and requirements from South Wales area.—Box No. 9195 Furnishing World 180 Fleet St. E.C.4.

STOCKS WANTED

LARGE Second-hand Carpets, sound or worn.—Box No. 9184 Furnishing World 180 Fleet St. E.C.4.

STOCKS FOR SALE

RUSSIAN BIRCH 3 MM. & 4 MM. PLY-WOOD, 60 x 60 in. BB, BB/C and C quality. Large quantity Low Grade Plywood suitable for Upholsterers, 25s. 100 sq. ft. Japanese Ash, Luan, Blockboard, etc.—Spiers, 330 Hackney Road, London, E.2. Phone: Shoreditch 8791.

TENDERS INVITED

DURHAM COUNTY COUNCIL
HEALTH COMMITTEE

TENDERS are invited for Furnishings, Bedding and Draperies, Crockery and Glassware, Cutlery, Hardware, required at Owton Fens, Greatham, Co. Durham.

Schedules of articles required may be obtained on application, accompanied by a stamped, addressed foolscap envelope, to the County Medical Officer, 30 Old Elvet, Durham.

Tradesmen should state for which schedule or schedules of articles they desire to tender.

Tenders are to be returned in the envelope provided, or in a plain envelope similarly addressed and endorsed, to the undersigned not later than April 7, 1954.

The County Council do not bind themselves to accept the lowest or any tender and reserve the right to accept any tender in part only.

J. K. HOPE,
Clerk of the County Council.

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CLASSIFIED ADVERTISEMENTS CONTINUED FROM PAGE 70

MACHINERY FOR SALE

FELL AUTOMATIC WOOD DOWEL rounding machine completely motorised for cutters, automatic feed, 400v, 3-phase. With 5 sets of feed rollers and micrometer adjustable head. Capacity ¼ to 1 inch diameters 200 feet per minute. Nearly new, £150.—Granta Folding Boats, Cottenham, near Cambridge.

FIVECUTTER Robinson Moulding Machine for immediate sale. New machine received.—Send full particulars to: Leaderflush, Ltd., Trowell, Nottingham.

FOR SALE: Saunders, all-electric Carding machine, post-war model, also Spring cushion making machine in new condition.—THE DON FURNISHING CO. (CRAIG Y DON), LTD., 1 MOSTYN AVENUE, LLANDUDNO.

FOR SALE, Schubert 3-section Press, fitted with quick-acting, hand-operated oil hydraulic pump unit. First-class condition. Can be seen working. Table size 8ft. x 5 ft. 21 in. daylight. Also Schubert 39 in. Glue Spreader.—Box No. 9194 Furnishing World 180 Fleet St. E.C.4.

VANS FOR SALE

ONE 1948 DODGE 5-ton lorry complete with Luton body. In running order.—For particulars and where available to view apply Box 9182 Furnishing World 180 Fleet St. E.C.4.

VAN for Sale. First-class 1947 Semi-Luton Ford 2-3-ton Box Van; measurements 6 ft. high, 6 ft. wide, 12 ft. long; fitted with well back; low loader; this vehicle has had very little use; any trial or purchaser's own garage test; perfect in every respect; a real bargain at £250.—D. Green & Co., Ltd., 68 Stoke Newington High Street, London, N.16. Phone CAN 3067/8.

1946 ARTICULATED FURNITURE VAN. Very good condition. £395—for quick sale. Bevan Funnell, Ltd., Finsbury Road, Brighton.

FORK LIFT TRUCKS.—One 8-ton American Ross, one 2-ton Fork Conveyancer, in excellent condition, available shortly; surplus to requirements.—Send for particulars to: Leaderflush, Ltd., Trowell, Nottingham.

WANTED

LARGE Furniture and Furnishing Showroom in Home Counties busy town wants stock on sale or return basis, carriage offered both ways if unsold.—Box 9171 Furnishing World 180 Fleet St. E.C.4.

FOR SALE

MANUFACTURERS' Surplus Stock of 3 ft. and 4 ft. Oak Bedroom Suites for disposal. Prices and Photographs on application.—Write Box 9203 Furnishing World 180 Fleet St. E.C.4.

RECONDITIONED ex-Army huts and manufactured buildings; timber, asbestos, Nissen type, hall type etc.; all sizes and prices.—Write, call or telephone: Universal Supplies (Belvedere), Ltd., Dept. 46 Crabtree Manorway, Belvedere, Kent. Tel: ERIth 2948.

DUST SHEETS

BRAND New Unbleached Heavy Cotton and also Twill. Sizes 12 ft. x 6 ft. and 12 ft. x 9 ft. Also Tarpaulins, Brand New, 1st Quality Jute, size 18 ft. x 12 ft. All for immediate delivery.—S. Alter, 19 Oakley Avenue, Ealing, W.5. 'Phone: ACO 1788.

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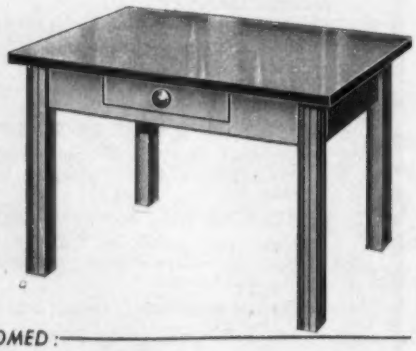

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